Report possible Nixon assassination plot

See page three



The HERALD
PADDOCK PUBLICATIONS
Arlington Heights

Partly sunny

TODAY: Mostly sunny and pleasant. High in mid-80s.

TOMORROW: Partly sunny. High again in mid-80s.

47th Year—19 | Arlington Heights, Illinois 60006 | Tuesday, August 21, 1973 | 2 sections, 28 pages | Home Delivery 55c a week — 10c a copy

Village board accepts 1974 tax ordinance

The tax rate for the Village of Arlington Heights will increase eight cents per $100 of assessed value next year, if current tax levy forecasts prove accurate.

The village board last night unanimously adopted a tax levy ordinance that would produce an estimated 1974 tax of $74.65 on an average assessment of $10,000.

The projected rate is a 12 per cent increase over this year's village tax rate which amounted to $66.60 on a $10,000 assessment.

The 1974 rate is based on the need to raise $2,426,268 dollars for government purposes from an estimated total assessed valuation of $325 million.

The actual tax rate won't be known until next spring when the total assessed valuation of property within the village is announced by the Cook County assessor's office.

In the recent past, the actual total assessed valuation has been higher than village estimates, resulting in a tax rate that is slightly lower than first projected.

THE VILLAGE of Arlington Heights, together with the Arlington Heights Memorial Library, account for 9 per cent of the taxpayers's total property tax bill.

The estimated 8-cent increase includes a 2-cent library increase, according to Village Finance Director Kenneth Bonder.

Although the ordinance passed last night will affect taxes in 1974, the dollars reflect programs in this year's village budget.

The budget included increases for most village departments, as well as $78,000 for a new department of administrative services.

A loss of anticipated revenue from the $10 new car sales tax, which the village board repealed in March after it lost a court challenge to an identical tax passed by Cook County, also had to be made up in the 1974 levy, Bonder said.

The $2.4 million tax levy ordinance is filed with the Cook County clerk's office. Ordinances from the various districts are eventually used in the preparation of the annual property tax bill.

Jewelry, $233 cash taken in burglary

An Arlington Heights home was burglarized over the weekend of more than $700 worth of jewelry and cash, according to police reports.

Police said the home of Norman E. Hoffman, 2203 Robin Hood, was burglarized of a diamond ring, two watches and $233 in cash.

Indiana dean's list

Eight Arlington Heights students recently were named to the dean's list at Indiana University in Bloomington, Ind.

Named were Susan E. Ligocki, 302 S. Prindle; Gary G. Lonquist and Nancy J. Lonquist, 2820 Dryden Ct.; Douglas A. Thiemann and Jeffery S. Thieman, 1122 N. Patton Ave.; Monica K. Torretto, 104 N. Wilshire; Nancy B. Scudder, 516 Banbury Rd.; and George J. Volakakis, 2024 E. Fremont Ct.

Rev. Stumpf retiring Sunday

Rev. Paul Louis Stumpf of the First Presbyterian Church of Arlington Heights, 302 N. Dunton, will retire Sunday after 43 years of ministry.

"I have very unhappy feelings about leaving Arlington Heights," said Stumpf, who lives at 702 S. Evergreen. He is planning a move to Lansing.

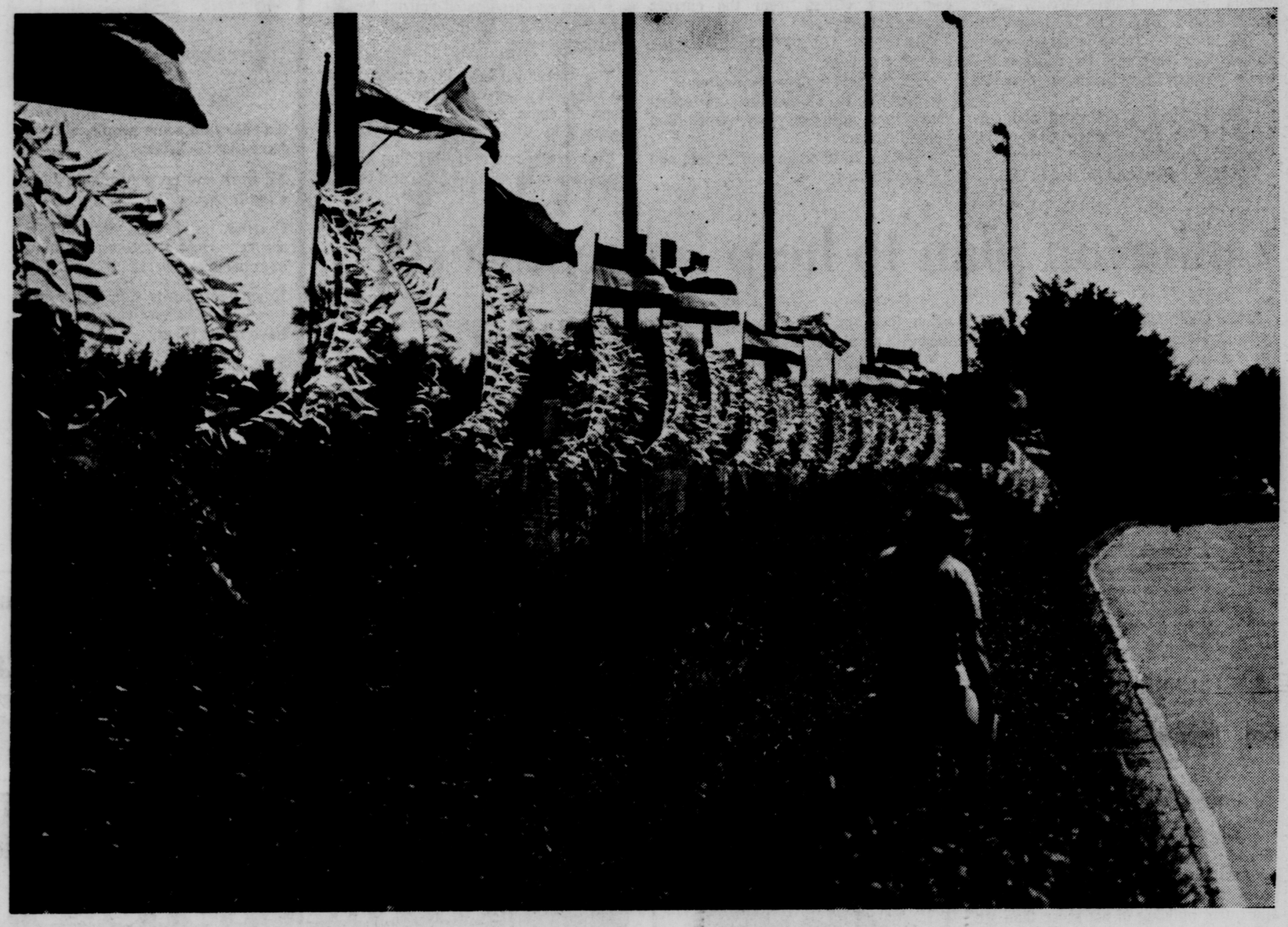
He received his bachelor of arts degree from Wheaton College, in 1927 and was graduated from Princeton Seminary in 1930. He received an honorary doctor of divinity degree from the University of Dubuque.

After 15 years of ministry at Collinsville, Stumpf served 10 years at the Presbyterian Church of Roseland, Chicago. In 1955, he became the minister at the Arlington Heights church.

Stumpf has served in various church capacities and was on the board of directors of the Chicago YMCA, chairman of Red Cross campaigns and a member of the Lions Club.

He and his wife, Winifred, have a daughter, Mrs. Robert Wellman, who lives in Indianapolis, Ind.

A farewell reception for Stumpf will be held Nov. 4 at the church addition which is currently being remodeled.



FLAGS FLUTTERING along Euclid Avenue signal the advance of the Future of America Fair at Arlington Park Race Track. The 450-acre track site will come to life for 11-days of rides, games, shows and exhibitions starting Friday. The Future of America Fair is being promoted by Madison Square Garden Corp. as a new concept in fair-style entertainment. The fair's director says he expects more than half a million people to visit Arlington Park during the course of the event.

Preparations being made for Future of America Fair

Exhibitors roll in, police gearing up

Exhibits from the Illinois and Wisconsin state fairs, which closed this weekend, have begun to roll into Arlington Park Race Track in advance of the Future of America Fair which opens at the race track Friday.

Half a million persons are expected to stroll the fair grounds during the 11-day exposition. They will be treated to a 60-ride midway, a 12-act circus, afternoon and evening grandstand shows as well as acres of special exhibits.

The fair is being promoted by Madison Square Garden Corp. and has been billed as a new concept in family entertainment.

In anticipation of record crowds, Arlington Heights Police Sgt. Jack Weber says he has canceled days off for the traffic force during the fair, and Rolling Meadows Police Chief Lewis Case said he will have six or seven men working traffic details each day.

The Osmonds, one of the country's most popular teen-age singing roups, will open the series of grandstand shows with two performances Friday at 2:30 p.m. and 8 p.m.

The 20-acre midway will be in full swing from 10:30 a.m., when the gates open, to 10:30 p.m. every day of the fair.

AT NOON, 3 p.m. and 6 p.m., the Circus Americana and clown Ronald MacDonald will bring out acts ranging from the traditional lion tamer to a human cannonball shot 90 miles per hour from the mouth of a cannon.

Mark Wilson and his "Magic Land of Alakazam" will offer two performances daily, at 11:30 a.m. and 5:15 p.m. on the Mid-America stage located on the second floor of the grandstand.

Irene Hughes will conduct an audience participation show of her widely-publicized psychic powers at 2 p.m. each day on the same stage.

After the supper hour, a European-style wine garden, featuring international dancers and fencing demonstrations, will open in the grassy area of the race track paddock. Right next door will be ice cream park.

The nightly grandstand shows are free to fairgoers and will begin each day at 8 p.m. With seating for more than 30,000, the shows will feature the Osmonds, Glen Campbell, Lynn Anderson, Johnny Cash, Engelbert Humperdinck, Mac Davis, Bobby Goldsboro and Bob Hope with Joey Heatherton, among others.

Afternoon shows include the Osmonds, the Sound Generation from John Brown University, drum and bugle corps exhibitions, Bob McGrath of Sesame Street with ventriloquist Jimmy Nelson, the Rithum Machine from Barrington High School and the Wisconsin Lutheran High School Concert Band from Wisconsin.

LEISURE LIVING, livestock, recreational vehicles, agricultural, art and history and military equipment are just some of the many exhibits being set up on the fair grounds.

A refuge for lost children, the "Lost Lads and Lassies Lumber Lodge" will be set up on the grandstand's second floor and equipped with a play area.

The fair promoters haven't forgotten the fairgoer's stomach. Barbecued chicken and steaks, ice cream, wine, taffy apples, salt water taffy, peanuts, popcorn, soft drinks and beer will be available on the fair grounds.

Champagne dinners, including dinner and gratuities, entrance to the fair, and special seating for the grandstand show will be offered in the track's Classic Club for $9.95 a person.

Bike riders beware – police watching

by JOE SWICKARD

Errant bicyclists in Arlington Heights can expect to be cited for their traffic violations, according to Sgt. Jack Weber of the police traffic division.

Officers have been notified, he said, to issue tickets to cyclists whose improper riding represents "inherently dangerous situations."

All three of Arlington Heights' traffic fatalities this year have involved bike riders who have ignored traffic control signs, police said. The latest fatality a week ago, involved a 19-year-old youth who tried to beat a train at a downtown crossing.

Weber said the move is neither a step-up or crackdown. He said there has always been traffic regulation and enforcement for bike riders. The new tactic, he said, is change in the degree and type of enforcement of village traffic ordinances.

Weber said tickets, similar to parking violation notices, will be given for major violations such as ignoring stop signs, riding on the wrong side of the road or the wrong way on a one way street.

Parents would be liable for the children's violations in some cases, said the sergeant. Riding after curfew or without proper lights were two examples cited by Weber.

Parents would not be liable for violations occurring outside parental control, Weber said. He said it would not be practical to charge a parent if the child ran a stop sign.

ORAL OR WRITTEN warnings will be given by officers for less serious violations, Weber said.

However, he cautioned that the ticketing by itself would not make for effective enforcement. He said the court's action represents the final step of the enforcement process.

A similar effort at bicycle enforcement was attempted several years ago without much success. Weber blamed community opposition and lack of court-imposed penalties for its failure.

"When people came to court — the last phase of enforcement — they often left feeling vindicated because there was no penalty imposed. They felt if they didn't pay a monetary fine, they were innocent," he said.

WEBER SAID Arlington Heights residents have not supported a strong bicycle law enforcement program in the past. He said past efforts produced a "negative effect" on the department's public relations with the community.

Weber said the current, as well as the past, enforcement program resulted in many calls from irate citizens. He said he and his men were berated for "picking on bike riders instead of catching criminals."

Capt. Maurice English said the new enforcement measures are completing the "Three Es" of traffic regulation. The other two are education and engineering.

English said the department has cooperated for many years in setting up safety programs with private groups and schools, such as the Arlington Heights Woman's Club "Safety Town" for preschoolers.

WEBER SAID THE engineering phase of the program included studies of possible bike paths through the village. He said separation of cars and bicycles might be the only answer as the number of cars and bikes competing for the same road space increases.

English explained the current effort, "We have first tried education and engineering. The only other one we have left is enforcement."

Weber said he did not expect either he or his men to become popular with the ticket issuances but would meet this "critical (bicycle) problem" with the last tool at their disposal.

"It will be worth the bad public relations aspect with respect to a small number of individuals if it produces an improved situation," he said.

The inside story

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Overeaters may grab the phone, not steak bone

See Suburban Living

The local scene

ARLINGTON HEIGHTS

4-H club meeting

The Northpoint Neatnik 4-H Club in Arlington Heights recently held its local club achievement show and projects that will be entered at the North Cook County 4-H Fair were displayed.

The event will be held at the Future Fair of America at Arlington Park. Projects will be on display Aug. 24-Sept. 3.

The club consists of 19 boys and girls who participate in community beautification, conservation and other activities. Registration and re-organization of the club will begin in September.

St. James preschool classes

REGISTRATION FOR a religious education program for three-, four-and five-year-olds at St. James Church, 800 N. Arlington Heights Rd. will be held Saturday from 9:30 to 11:30 a.m. and Sunday, from 1:15 to 3 p.m. at the parish hall.

Classes will begin on Sept. 15 and will be held weekly for one-hour sessions on Saturdays, Sundays and Wednesdays.

Parents should volunteer for two consecutive Sundays to aid teachers and attend four parents' meetings scheduled for the year. The first meeting will be held Oct. 3 at 8 p.m. at the elementary school hall at the church.

For more information, call Wyn Panucci at 392-7919 or Maureen Ruane at 255-0728.

Grand prize winner

TEN-YEAR-OLD John Schumacher of 1124 N. Belmont, Arlington Heights, was a grand prize winner of the Illinois State Fair Educational Exhibit, "A Chance to Be," sponsored by the Office of the Superintendent of Public Instruction.

John, who received a certificate of commendation from State School Superintendent Michael J. Bakalis, built a street of yesteryear out of cardboard with a hotel, saloon, store, jail and other buildings.

His project was chosen for one of the five grand prize awards from 150 students' projects at the fair. John's winning was $215.

Auditors sponsor corps

THE ELK GROVE Township Board of auditors recently voted to continue sponsoring the Explorer Scout Post 245 Guardsman Drum and Bugle Corps for the third consecutive year.

The drum and bugle corps placed first in competition in the Michigan and Illinois Division in 1971. The corps is open to all boys 15 years old or older.

Tourney to end softball season

The following are most recent standings for Arlington Heights 16-inch softball. There are 66 teams competing in 11 leagues with more than 1,000 men playing a 15-week schedule. The regular season concludes Friday, Aug. 31, with a "tournament of champions" scheduled for Sunday, Sept. 9, at Pioneer Park.

AQUARIUS LEAGUE

Henrici 11-3, The Gaffers 10-4, First Arlington National Bank 8-4, The Grabbers 6-5, Over-the-Hill 3-9, The Chargers 1-13.

CONTINENTAL LEAGUE

Cumberland Service 9-2, Rosattes 9-4, Arlington Park Arco 9-5, Greenbriar 4-9, Burger Chef 3-8, Industrial Electronics 2-7.

INTERNATIONAL LEAGUE

Bella Lounge 10-2, Northwest Bombers 9-3, Knights of Columbus 8-6, Heritage Hasbeens 4-8, St. Peter 3-8, S and S 3-10.

DUGOUT LEAGUE

Jakes Pizza & Pub 11-0, Weber Marking 8-3, Bobby McGees 5-5, Hackneys Restaurant 4-7, Vikings 2-7, The Tornadoes 0-10.

SPORTSMAN LEAGUE

The Bishops 8-2, El Cid 9-3, Bella Inn 7-5, Barnabys 4-6, Bill's Inn 4-7, Koenig-Schoner Rebels 0-9.

GRANDSTAND LEAGUE

Lauterburg & Oehler 10-4, Searle A&R 10-4, Guzzlers 9-4, Unigard Adjusters 5-7, A. H. Jaycees 3-9, Walk Right Inn 1-9.

BLEACHER LEAGUE

Eclipse Fence Co. 11-2, Vail Lounge 10-2, Bank and Trust 6-5, Master Hitters 4-7, Team-Five 3-8, Lemme's Cycle Ranch 1-11.

MAJOR LEAGUE

Legal Eagle 13-0, T & L 7-5, Spirit 6-4, Arlington Country Club 5-7, Inland Steel 3-11, Striders 2-9.

CLASSIC LEAGUE

Murderers Row 7-3, Leonardo's Frozen Pizza 8-4, Kemmerly Realty 7-4, Crispy Critters 6-4, Pit-N-Pub 2-8, Add Time 2-9.

VARSITY LEAGUE

Raiders 8-2, Huntington Commons 8-2, Bobby McGees 8-2, Illinois Bell 4-6, Goldblatts 2-8, Leathernecks 0-10.

HOTSHOT LEAGUE

Hardin Paving 9-0, Vail Lounge 7-4, Raccoons 5-5, The Jesters 3-4, Quaker Oats 2-6, The Wild Bunch 2-9.

Book rental fees are due this week

Parents of students who will attend Dist. 21 schools this fall should pay book rental and other fees Thursday and Friday.

School Dist. 21 serves Wheeling, Buffalo Grove and portions of Arlington Heights and Mount Prospect.

Parents of students who have already registered for classes can pay fees at the school they will attend. The two new schools in the district, Irving School in Buffalo Grove and Stevenson School in Wheeling, will be open for parents to pay fees.

If residents are unable to pay fees on the registration days, they should be paid by the first day of school.

The offices in each school will be open from 9 a.m. to 4 p.m. daily.

BOOK RENTAL for children in grades one through eight is $8 for the year. The kindergarten book charge is $5. The fee for the four assemblies during the school year is 75 cents. These fees are the same as last year.

Parents may also purchase accident insurance at the time fees are paid. The cost is $2.75 for student coverage during school hours and $18 for 24-hour coverage.

Towel rental for junior high school students is $4.50. Students have the option of providing their own clean towels daily.

NEW RESIDENTS in the district, who did not participate in kindergarten preregistration last spring, may sign up children on the registration days.

Parents registering children to attend Dist. 21 schools for the first time this year should bring the child's completed health forms and birth certificate.

Parents of mentally or physically handicapped children, ages three and four, may register for free preschool classes at the Special Services Office, 999 W. Dundee Rd., Wheeling.

Swimmers take third at Northbrook

Results of the Conference Meet

First place: Mark Markwell, boys 11-and 12-year-old division, 100-yard freestyle and 50-yard backstroke; Jeff Young, 15-and-older boys division, 100-yard breaststroke; 15-and-older boys 200-yard medley relay team, Charlie Dunn, Jeff Young, Paul Lindquist and Dave Hartman; 15-and-older girls 200-yard freestyle relay team, Jan Takata, Cheryl Takata, Barb Bolin and Maureen Stoll.

Second place: Joe Nitch, Cheryl Takata, Gary Stark, Mark Rusche, Charlie Dunn, Dale Patterson and Dave Hartman.

Third place: Cheryl Takata, Jan Takata, Brett Ryden, Stephannie Kretschmer, Gary Stark, Laura Prinslow, Pete Wroblewski, Jean Waddick, Barb Loner, Wendy Meyers, Lori Vechezone.

Fourth place: Barb Bolin, Joe Nitch, Chris Takata, Jan Takata, Jim Rowland, Wendy Meyers, Kathy Livingston, Kim Meyers, Stephanie Kretschmer, Betty Markwell, Jim O'Kane, John McDonnell, Scott Leonard, Mike Loepold, Lori Spirek, Lynne Rusche, Debbie Young, Karen Osswald, Brett Ryden, Jay Takata, Rick Baker, Mike Polacek, Steve Nitch, Eugene Tucker, Mark Rusche and Brian Locker.

Fifth place: Dale Patterson, Georgianne Kay, Karen Osswald, Jay Takata, Mark Rusche, Joe Nitch, Ron Hefner, Chris Barme, Laura Prinslow, Chris Takata, Nancy O'Kane, Mark Markwell, Gary Stark, Steve Kay and John Maves.

Sixth place: Jean Waddick, Paul Lindquist, Mike Polacek, Laura Prinslow and Lori Vechezone.

Michigan State graduates

Three students from Arlington Heights were among the 5,672 people who recently were graduated from Michigan State University in East Lansing, Mich.

Graduated were Daniel H. Lau, 2002 N. Eastwood Dr.; Richard G. Wilbins, 317 W. Derbyshire Ln., and David W. Woods, 726 S. Dunton Ave.

Plan to encourage low-cost housing eyed

The Speical Committee on Housing Report approved a resolution recently that would enable developers to consider low and moderate-income housing in their proposed projects in Arlington Heights.

The resolution, to be presented to the village board of trustees, states that the housing commission be notified of proposed residential developments.

It also states that the housing commission may contact developers to discuss the inclusion of low and moderate-income housing in their projects.

If the resolution is adopted,the housing commission will be able to contact developers at an early stage, before they go to the planning commission, said Jack Pittas, chairman.

The newly formed special committee on the housing report met for the first time last Wednesday night. Members include village board trustees Alice Harms, Frank Palmatier, Dave Griffin and Ted Salinsky and village attorney, Jack Siegel.



"SELF-SCHEDULING'S a breeze," the look on many Wheeling High School students' faces seems to indicate, as they pass through the final registration check-out process. The self-scheduling process, in which students arrange their own class schedules, is being tried for the first time at the high school this week. While some students encountered problems, most reported that all went smoothly.

New self-scheduling system begins

Seniors choose own classes

by JEANNETTE De WYZE

Despite a few harried faces and periodic cries of "What do I do now?" the new self-scheduling program at Wheeling High School appeared to be proceeding smoothly yesterday morning.

Seniors were the first to tackle the registration process yesterday. Junior students will be registering today, with sophomores and freshmen scheduled to register tomorrow and Thursday. Friday and Saturday students who were unable to register earlier in the week will register.

This is the first time self-scheduling has been tried at the high school. Previously, students were assigned to specific classes and teachers by computer.

Students complained that the old system was cold and dehumanizing, however, and school officials first began looking into self-scheduling around two or three years ago, according to Principal Tom Shirley.

Under the new system, students preregister for specific courses in the spring. During the actual registration week, students sign up for specific teachers and times, thus allowing for greater student choice in arranging their schedules.

The registration process being tried this week is similar to a college registration process. Students arrive with sample schedules which they have already completed. They then are given a deck of eight cards, one for each period of the school day.

AS THE STUDENTS proceed from table to table, they trade the attendance cards for class cards, thus officially enrolling themselves in the classes.

Monday morning, several hours into registration, most of the students voiced approval of the new process.

"It went pretty smoothly," said Vince Masse, one of the registering seniors. Other seniors lined up for the final check-out process echoed similar sentiments, indicating they had no serious problems with obtaining the classes they wanted.

Some students qualified their approval of the new system.

"It went all right, but it's terribly confusing," said Linda Owens, as she prepared to check out.

"It was real easy once you get into it," Hal Morris, another registering senior said. He added however, that he had had some problems in getting all the teachers he wanted, due to teaching load changes since the spring pre-registration.

Students lined up at the "Problems" table seemed most disenchanted with self-scheduling.

"It's lousy," said Mike McCartney.

Lacking a parental signature on one form, he reported waiting in various lines for over an hour. He predicted that the new system would not work out.

"THEY DON'T know what they're doing," he said disgustedly.

Lenora Palmer, another senior, was similarly pessimistic.

"It's very confusing. Going from one table to another like this is just ridiculous," she said.

However, the teachers, counselors, clerks, and student helpers working behind the long tables in the gymnasium appeared to be pleased with the program so far.

"It's going extremely smoothly. The kids seem to know where they're going and what they want," said Jack Ashenfelter, math and science division chairman.

At the end of the first morning of registration, Shirley said no unexpected program problems had developed.

"Everything is exceeding expectations as far as we're concerned," he said.

Shirley categorized the new registration process as being part of a "social disenchantment with the IBM society."

He said self-scheduling was an attempt to humanize the registration process. In addition, he said he expected the new program would eliminate many of the program changes which normally occur in the month of September.

MORE PROBLEMS with registration may develop later in the week, as younger students register and some classes are closed out, he said. However, this is to be expected, he said.

For the most part, students registering Monday seemed to be having no serious problems and to share the sentiments of Karen D. Miller, another registering student.

"I feel like I've done something wrong, it's gone so well," she said.

She said she felt the new system would be an improvement over the old, because "you get what you want."

"It's been easy for me although other people have had hassles. But I like it," she said.

TEMPLE CHAI

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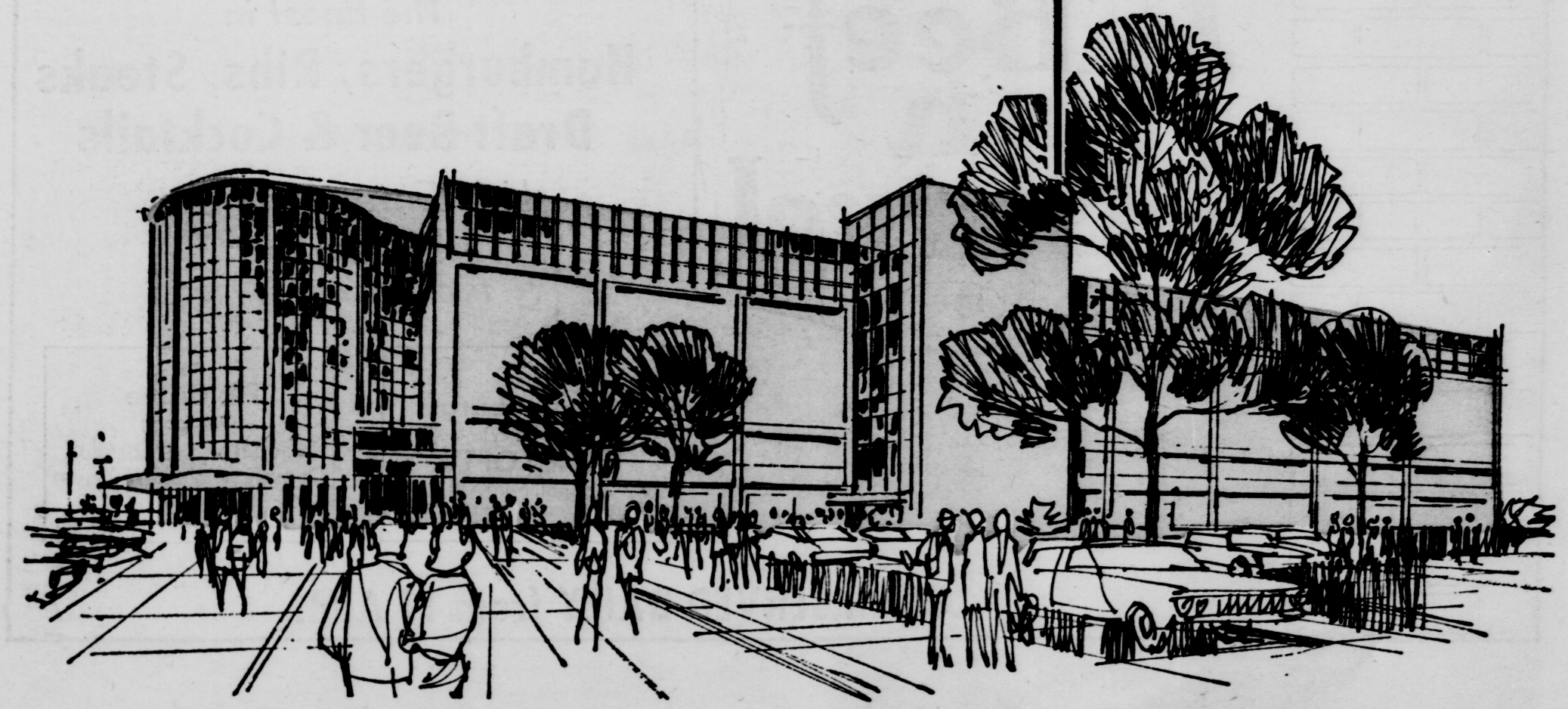
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FUTURE OF AMERICA FAIR

AUGUST 24th thru
SEPTEMBER 3rd, 1973

at
Arlington Park



Future of America Fair offers good times to all

by BEV BEHRENS

Many long, hard hours have been spent putting together what promises to be one of the biggest entertainment events to hit the Midwest — The Future of America Fair — opening this Friday at Arlington Park Race Track in Arlington Heights.

The fair, promoted by Madison Square Garden Corp., will run from Aug. 24 through Sept. 3. It will be open from 10:30 a.m. to 10:30 p.m. each day. Admission for adults is $3; children ages 6-12, $1; and children under six and accompanied by an adult are admitted free.

The people involved in the Fair efforts can be proud of the results, for this Fair is truly an event that can be enjoyed by all who attend. Officials expect attendance at the 11-day event to reach 500,000.

"The concept of the exposition contains a little bit of everything: past, present, future, and educational and cultural offerings," according to Marsha Lindsay, public relations coordinator for the Fair.

The moving force behind the Future of America Fair is executive-vice president of Future of America Fairs, Inc., Vernon Wendland. Wendland served as administrator of the Wisconsin State Fair in Milwaukee from 1966 to 1971. Since 1971 he has been busy working on the Future of America Fair.

"The basic appearance of the Fair is designed to be astetically delightful, dynamically exciting, functionally attractive and highly progressive in presentation," Wendland said.

"It will provide a relaxed and festive atmoshphere where American Heritage, industries, arts, crafts, cultural and educational accomplishments can be exposed to the people," he said.

"The Future of America Fair will be careful not to de-emphasize the past and over-emphasize the future for the past, present and future all represent important eras of activities for many different sections of our society," Wendland said.

Among the multitude of special features will be displays focusing on agribusiness, leisure living, recreation and science.

Of special interest to students are the career guidance programs planned. Specially for the children and youngsters are the 20 acres of amusement rides, games and concessions, the petting zoo and a 12-act circus.

There will be a Junior Golf Championship which will award each of its participants a $200 scholarship to the school of his choice. The tournament will be played at the Arlington Park Towers Hotel golf course, Sept. 1-3.

In addition to the hundreds of indoor exhibits there will be an art gallery, a daily fashion show, drum and bugle corps competition, an antique car display, a livestock show with complete working farm and a horse show. The list of attractions is long and varied.

Perhaps the biggest highlight of the Future of America Fair are the free grandstand shows — a $400,000 plus entertainment package. Nationally and internatiohally known stars wil appear on stage at 8 p.m. nightly.

For these performances, a special stage will be erected on the inside grass area of the track. Spectator seating will be in the grandstands, inside the glass-enclosed areas and on folding chairs placed on the track — a total of more than 30,000 seats. Closed circuit TV will also be employed during the Grandstand shows.

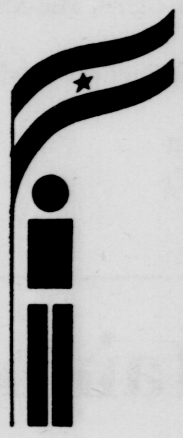
Skitch Henderson, formerly of the Tonight Show, will be the official host and master of ceremonies. He will welcome such stars as the Osmond Brothers, Bob Hope, Johnny Cash, Rich Little, Engelbert Humperdinck, Glenn Campbell, Joey Heaterton, Lynn Anderson, Kenny Rogers and the First Edition and many other top name performers. The Ben Arden Orchestra will provide the backup music for the name entertainers.

The Fair is aimed at the American family and each day carries with it a different theme — such as Kids Day U.S.A., American Heritage Day, Young America Day and Family Day — The American Way.

The various programs and displays will be geared to ethnic participation, competitive events for youths and children, special features for family groups and singular participation, recognition of senior citizens and industry.

From the looks of it, The Future of America Fair, a completely new entertainment medium, international in scope and family oriented, offers an exciting assortment of activities that will surely appeal to everyone's sight, sound, taste and feeling.

What's in a name?



It was March, 1972, and officials of Madison Square Garden Corp. and promoters of this new extravaganza got together to select a name.

"We were planning a fair which stressed family involvement. It would be brand new, looking at the latest innovations as well as what would come in the future. Hence, the FUTURE OF AMERICA FAIR," commented Kristin Williams, executive assistant.

The logo of the Fair was designed to emphasize youth and America along with the Fair utilizing the red, white and blue.

"Youth, flags, America — that's what fairs are all about," Miss Williams commented.

Folk-rock group headlines August 31 grandstand show

Headlining the bill of fare for the Friday, Aug. 31, grandstand show will be Kenny Rogers and The First Edition and Dawn featuring Tony Orlando. They will appear at 8 p.m.

Kenny Rogers and The First Edition was formed in 1967 when three members of the New Christy Minstrels, Kenny Rogers, Terry Williams and Mike Settle, decided to go on their own.

One of their first engagements was at Ledbetters in Westwood, Calif., where they were seen by Tommy Smothers who signed them to appear on "The Smothers Brothers Comedy Hour."

Not long afterwards, they signed with Warner/Reprise and recorded their first album entitled "The First Edition." One of the songs, "Just Dropped In To See What Condition My Condition Was In" was released as a single and became an immediate hit.

This was followed by four more major hits — "But You Know I Love You," "Ruby Don't Take Your Love To Town", "Reuben James" and "Something's Burning". This eventually reached eight hit singles and nine hit albums and their own TV show, "Rollin."

Dawn featuring Tony Orlando includes Joyce Vincent and Telma Hopkins in a group that has become the second biggest seller of "singles" without ever having made a major concert tour or appeared on a television show.

Among their hits are "Candida", "Knock Three Times," "What Are You Doing Sunday?" and "Summer Sand."

Special services set up to facilitate Fairgoers

With 500,000 visitors expected for the Future of America Fair, officials have made arrangements for special services — such as babysitting, telephones and information booths — both inside and outside the exhibition building.

Alpha Associates, Inc., managers of the Woodfield Child Development Center, will staff a babysitting and lost children area called "Lost Lads and Lassies Lumber Lodge."

Located on the second floor of the exhibition hall, the "Lodge," will feature some of the Center's own equipment such as slides and chairs, as well as a large supply of lumber for projects.

The "Lodge" will be available from 10:30 a.m. to approximately 10 p.m. each day. There will be a small charge for babysitting.

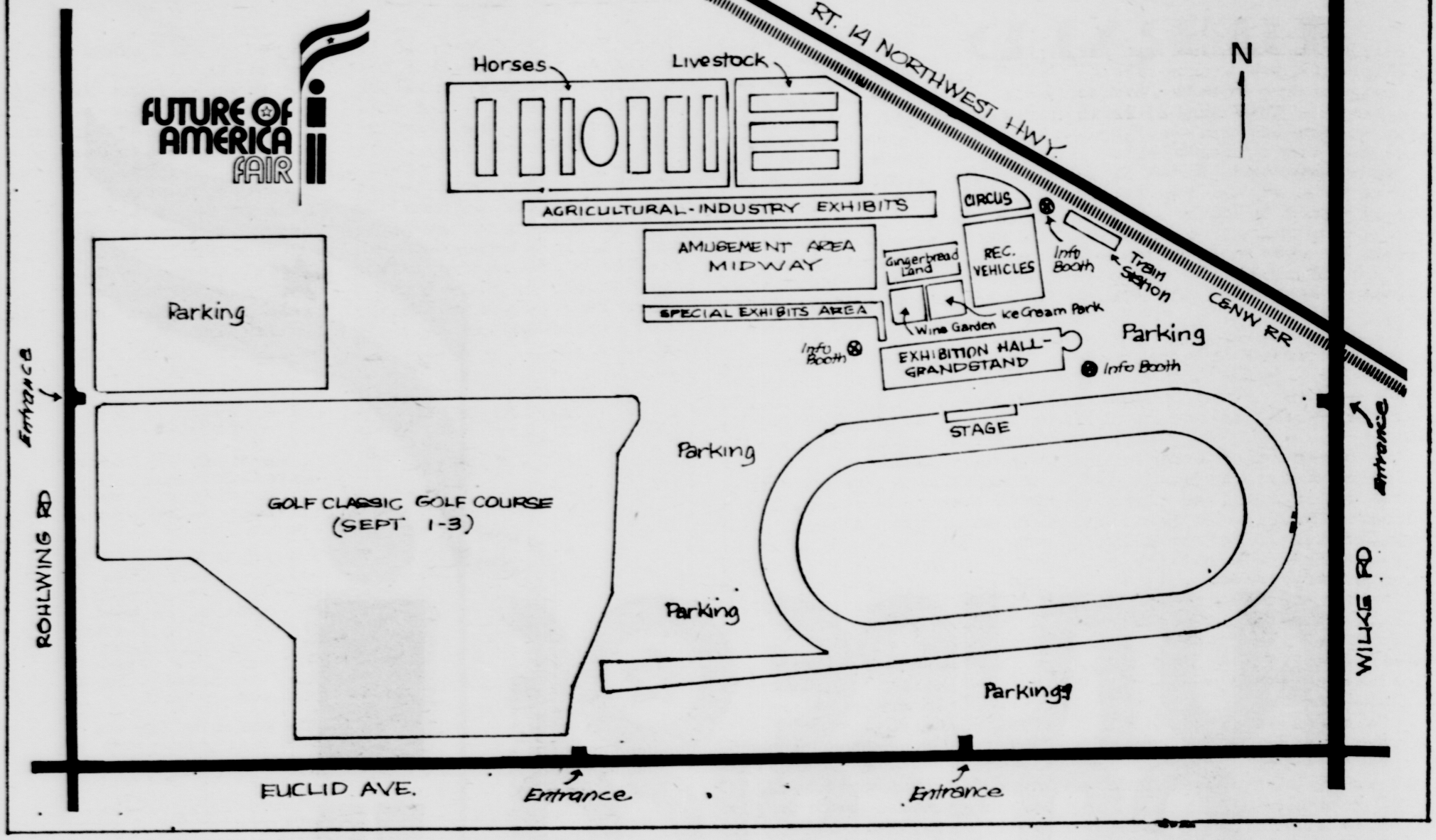
A checkroom for extra coats and packages will also be located in the exhibition hall.

Three information booths, spotted by a large question mark on the top, will be located on the grounds. One will be near the North Western train shop, one near the west end of the exhibition building and the third close to the main gates on the east side of the complex.

Telephones will be installed both inside the building and around the special exhibits area just north of the building.

Bathrooms will be placed on the grounds around the midway and outside exhibits. Permanent bathrooms are located on all floors of the exhibition building.

Officials also hope to have a wheelchair and stroller rental facility on the grounds.



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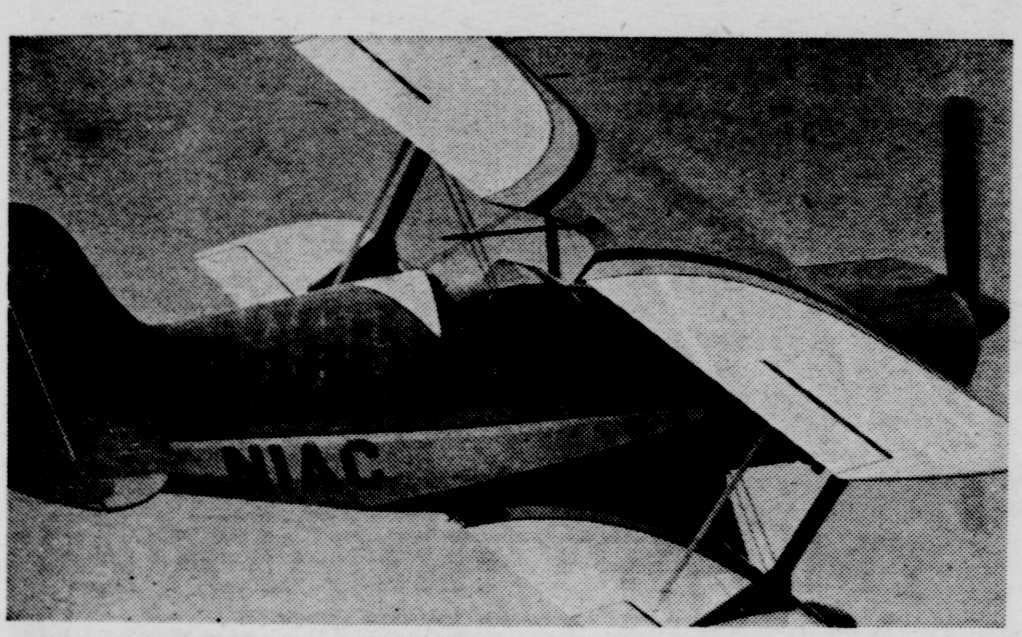
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LUNCH SERVED DAILY from 11 A.M.



THE ACRO SPORT, developed by the Experimental Aircraft Assn., will be built by members during the 11 days of the Fair. This single engine biplane is often used as a high school building project.

'Best of the Breeds' show debuts at Arlington Park

Something new and something different has been assured in the first annual "Best of the Breeds" Market Livestock Show of the Fair. A new approach has been designed in the showing and the selecting of market quality animals.

All breeds will be pitted against the other when the judges move to select the animals of the greatest meat marketing qualities. This show should be of basic importance to the livestock producer who is striving to develop a meat animal that will provide maximum meat production in a limited period of time. The consumer will be interested in viewing the animals that provide the most desirable meat for his table.

Three weight classes for steers and barrows with two for wether lambs will be judged. Barrow judging will lead off on Saturday, Aug. 25; steers on Sunday Aug 26; and wether lambs on Monday Aug. 27. An Auction Sale for all market animals will be held on Tuesday, Aug 28. All shows start at 10 a.m.

Nearly $5,000 in prize money will be divided with $1,000 going for the Best Steer of the show, $500 going for the Best Barrow of the show, and $300 going for the Best Wether Lamb of the show.

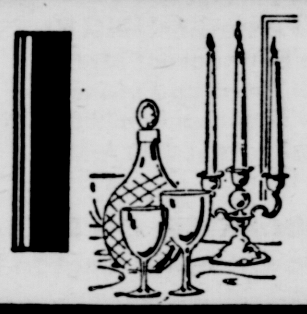
The Auction Sale will be under the direction of the Chicago-Joliet Livestock Marketing Center, Inc. All shows and the sale will be in the livestock barn area north of the midway.

at Arlington Park Towers

WHAT'S HAPPENING:

where the stars appear throughout the year

Bob Hope Burt Reynolds L
Art Linkletter Julie Wilson V
Johnny Cash Nick Noble Ed
Don Knotts Jimmy Damon
David Birney Richard Cham
Hugh O'Brian Sid Caesar Te
Engelbert Humperdinck Imo
Joey Heatherton Zsa Zsa Ga
John Carradine Louis Jourd
King Donovan Barbara Rust
Marty Allen Horace Heidt, J



1 Elegant Dining and Dancing



Top of the Towers

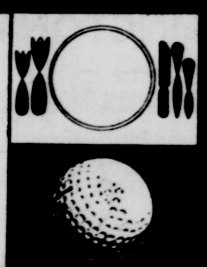
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Arlington Park Towers
A MADISON SQUARE GARDEN HOTEL

Friday, Aug. 24

SALUTE TO AMERICA

North Cook County 4-H Horse Show

11:30 a.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon — Circus Americana, near railroad tracks

12:45 p.m. — Evans Fashions and Furs, Mid-America Stage

2 p.m. — Irene Hughes, Mid-America Stage

2:30 p.m. — The Osmond Brothers, and Springfield Revival, grandstand outdoor stage

3 p.m. — Circus Americana, near railroad tracks

4:45 p.m. — Evans Fashions and Furs, Mid America Stage

6 p.m. — Circus Americana, near railroad tracks

6 p.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

6:45 p.m. — Village Theatre of Arlington Heights, Mid-America Stage

8 p.m. — The Osmond Brothers, and Springfield Revival, grandstand and outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historic Indian Portraits, exhibition building

20-acre Midway and "Gingerbread Land"

Big name entertainment featured nightly at Fair

Each afternoon and evening of the Future of America Fair, visitors can enjoy an outdoor show on the grandstand stage.

With more than 30,000 seats available in the grandstand, seating is on a first come, first serve basis for all shows. Afternoon shows, with the exception of Sunday, Aug. 26, begin at 2:30 p.m. All evening shows start at 8 p.m.

The first afternoon show will be a concert by the Osmond Brothers. Because of their huge popularity, they were scheduled for two concerts.

The Sound Generation, a musical group from John Brown University, will perform Aug. 25, 28, 29, 30, 31, Sept. 1 and 3. (See story elsewhere.)

The only afternoon show which starts at 2 p.m. is the drum and bugle corps competition Sunday, Aug. 26. (See story elsewhere.)

A program designed for "Kids' Day" Monday, Aug. 27, will be entitled "Sesame Street." (See story elsewhere.)

The Rithum Machine, a jazz group from Barrington Consolidated High School, will perform the afternoon of Aug. 31.

A 175-piece band will present a concert Sunday, Sept. 2. The Wisconsin Lutheran High School Viking Band, under the direction of Terry Treuden, has performed in Canada, Wyoming, and Wisconsin.

Most evening programs will be top name entertainers in concert — such persons as the Osmond Brothers, Johnny Cash, Bob Hope, Mac Davis and Lynn Anderson. (See stories elsewhere.) The program Monday, Aug. 27, will be drum and bugle corps competition.

Special treat for children

A Sesame Street Show is scheduled for "Kids Day" at the Future of America Fair on Monday, Aug. 27 at 2:30 p.m. The show is made of four acts that are sure to keep the children laughing. It will be presented on the grandstand outdoor stage.

Famous for their Nestle's commercials, Jimmy Nelson, Danny and that droopy-eyed talking dog Farfel will entertain children with their antics.

The Bumpy Family, who calls their act a "polychromatic act," will fascinate young spectators. Working as a team, the family performs complicated juggling tricks, involving dozens of objects suspended in air all at the same time.

Then there's Dwight Moore's Mongrel Review. The act consists of a dozen dogs of doubtful descent". The review is packed with action, comedy and hilarious confusion.

Bob McGrath of Sesame Street will also be on hand to entertain the kids. Children know him best as the friend of Sesame Street's Big Bird and Cookie Monster. He will entertain with songs and anecdotes.

Future of America Fair manned by qualified staff

The Future of America Fair promises to be an exciting and entertaining event, unlike anything Arlington Heights and the northwest suburbs have yet to see. The Fair, however, could not have become a reality, without the administrative abilities of Vernon G. Wendland, executive vice president, Future of America Fairs, Inc., and his experienced staff of co-workers.



VERNON WENDLAND, EXECUTIVE vice president of Future of America Fairs, Inc., has called the Fair a "pilot fair" that hopefully will serve as a base for an annual production.

Wendland was the chief administrator for the Wisconsin State Fair and Exposition Center from 1966 to 1971. In December of 1971 he formed Future of America Fair as a subsidiary of Madison Square Garden Corporation and has been hard at work planning the opening of the first Fair at Arlington Park ever since.

Wendland, who attended Concordia Teachers College in River Forest, Ill., was with the Wisconsin State Fair for 15 years, starting as Chief of Police in 1957 and going on to become business manager from 1958 to 1966 before taking over the fair completely.

After service with the U.S. Air Force from 1942-1946, Wendland joined the Veterans Administration in Milwaukee for two years, served with the U.S. Soil Conservation Service and the Wauwatosa (Wis.) Police Department before joining the Wisconsin State Fair.

A former member of the board of directors of the International Association of Fairs, Wendland, 52, is married and has two sons.

Clarence Lester, executive director, Future of America Fairs, Inc., was general manager of the Tulsa Exposition and Fair Corporation for 20 years and brings to the Future of America Fair an exceptionally broad background both in agriculture and fair management.

A graduate of Oklahoma State University, Lester served with the Department of Agriculture and the War Food Administration before entering the Navy in 1945, and returned to the Department of Agriculture following the Second World War.

In 1948, Lester became agricultural manager for the Tulsa Chamber of Commerce and manager of the Tulsa Livestock Exposition from where he went on to run the Oklahoma State Fair.

Lester is the past president of the International Association of Fairs and Expositions, the Midwest Fair Association and the Oklahoma Fairs Association and a past director of the Western Fairs Association.

Roy Ullius, operations manager, Future of America Fairs, Inc., was deputy Inspector of Police of the City of Milwaukee after an extensive career with the Milwaukee Police Department before taking an appointment as Chief of Police for the Wisconsin Exposition Center Police Department.

Promoted to Acting Deputy Administrator, Wisconsin Exposition Center, Ullius became Interim Manager for the Wisconsin Fair before joining the Future of America Fair staff in October, 1972.

Kristin Williams, executive assistant, Future of America Fairs, Inc. was the state of Wisconsin's "Alice in Dairyland" in 1967.

She is a graduate of the University of Wisconsin, Oshkosh, where she majored in secondary education.

AUG. 24th - SEPT. 3rd

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'70 Ford T-Bird
V-8, automatic transmission, radio, power steering, power brakes, air conditioned. Stock # 3468A.
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'71 Toyota Station Wagon
V-8, standard transmission, radio. Stock # 2930A
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'66 Cadillac
4-Door Fleetwood
V-8, automatic transmission, radio, power steering, power brakes, whitewalls, tinted glass, air conditioned. Stock # 1366A.
$1175

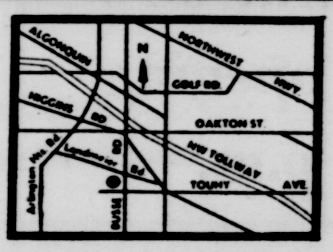
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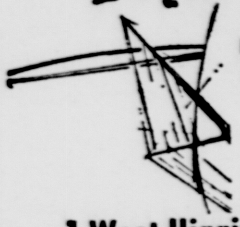
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Visitors can view over 200 exhibits

One of the major aspects of the Future of America Fair will be the more than 200 exhibits which will be located in the exhibition building and on the grounds north of the building.

Included in the outside displays will be more than 50,000 square feet of recreational vehicle exhibits from the Chicagoland Recreational Vehicles Dealers. Officials also hope to have snowmobiles, horse and livestock displays, agriculture machinery, boats and military equipment on exhibit.

Several special exhibits will be placed just northwest of the exhibition building. The "Space Storm" is a total sensory show using a 360 degree screen and multiple channels of sound. A "Seaquarium," on display for the first time, will feature exotic fish and an octopus. There will be a slight admission charge for these two exhibits.

Automobile enthusiasts will enjoy a display of antique cars and custom cars located near the midway.

The northwest suburban Jaycees will sponsor a bingo tent, with calling going on all day. This will be found north of "Gingerbread Land."

Inside the exhibition building, four floors will be filled with national international and local businesses presenting their wares and services for visitors. Many will have literature available and will take special orders for products.

The fourth floor has been designated as "International Village" and will highlight ethnic displays. All the major airlines, travel agencies and importers will display fashions, handicrafts and other items from numerous foreign countries.

"Home Sweet Home" is the category for third floor displays. Leisure living and room displays will include furniture, sewing machines, appliances, realtors, insurance firms and other home improvement products.

Industries and utilities will be found on the second floor — "Adventures to Better Living." Commerce, industries, education, recreation and transportation are some of the categories to be located here.

On the first floor will be "Creative Corners" for displays of crafts such as leather goods, glass and other handicrafts.

Trade fair designation

The U.S. Department of Commerce has designated the Future of America Fair as an "International Trade Fair" under the Trade Fair Act of 1959.

The Fair expects to have prominent countries, importers, airlines, travel agencies, ethnic groups, chamber of commerce and hotels represented in the International Exhibit area of the Air.

Included in the exhibits will be an art treasure exhibit by one major country's airline and tourist bureau. Other airlines will be giving away free trips to their native countries.

Saturday, Aug. 25

COMMUNITY SERVICE TO AMERICA

10 a.m. — Open Horse Show, horse performance ring

10 a.m. — Barrow Judging, livestock barns

11:30 a.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon — Circus Americana, near railroad tracks

12:45 p.m. — Evans Fashions and Furs, Mid-America Stage

2 p.m. — Open Horse Show, horse performance ring

2 p.m. — Irene Hughes, Mid-America Stage

2:30 p.m. — Sound Generation, grandstand outdoor stage

3 p.m. — Circus Americana, near railroad tracks

4:45 p.m. — Evans Fashions and Furs, Mid-America Stage

6 p.m. — Circus Americana, near railroad tracks

6 p.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

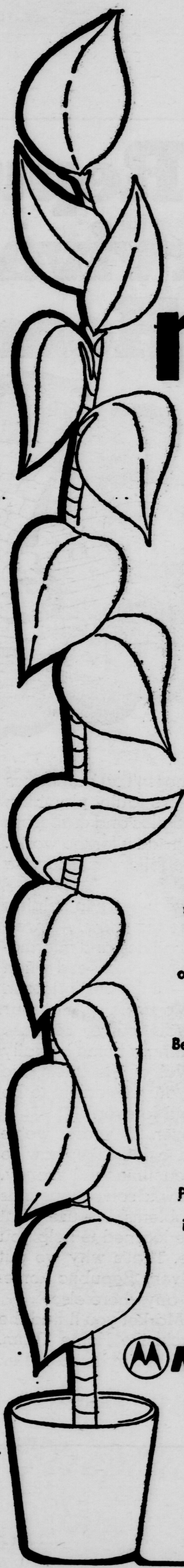
6:45 p.m. — Village Theatre of Arlington Heights, Mid-America Stage

8 p.m. — Glenn Campbell and Rich Little, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition building

20-acre Midway and "Gingerbread Land"



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The Osmond Brothers will be featured at two concerts opening day of the Fair–2:30 p.m. and 8 p.m.

Skitch Henderson hosts grandstand entertainment

Big name entertainment is scheduled for the Future of America Fair every night with Skitch Henderson serving as master of ceremonies and musical director.

An accomplished composer, conductor and pianist, Henderson is one of the country's outstanding concert and television personalities.

Millions of Americans remember Henderson from the original "Tonight Show" with Steve Allen, with which he was associated for 14 years.

Appearances with the Cincinnati, Minneapolis, Pittsburgh, Chicago, Atlanta, Milwaukee, Kansas City and Boston Pops symphony orchestras are combined with recording sessions for Columbia and RCA Victor, among others. He is the award-winning counductor of "Porgy and Bess" on the RCA Victor label.

Henderson's talents lie not only in music. His business ventures include three restaurants and a film production company.

Henderson was born in England but spent most of his boyhood in the Midwest. He began his professional career while attending U.C.L.A. in California. His musical skill put him together with such stars as Judy Garland, Bing Crosby and Frank Sinatra, joining forces with Sinatra and Dorothy Kristin in the famous "Lucky Strike" shows.

His avocation must be listed as 'flying'. An Air Force combat pilot, Henderson is qualified in all types of jet aircraft.

Magician, singing group appearing daily at Fair

Entertaining Fairgoers throughout the 11-day Future of America Fair will be John Brown University's Sound Generation and Mark Wilson and his Magic Land of Alakazam.

The Sound Generation is a talented group of 21 young adults who have appeared live before millions of spectators. They have performed in such diverse places as the Rose Bowl, the Sugar Bowl and the John F. Kennedy Memorial Performing Arts Center. They have appeared on national TV and their tours have also taken them to conventions and school functions.

Showtime is 2:30 p.m. on the outdoor stage. They will be appearing daily except for Friday, Aug. 24, Monday, Aug. 27, and Sunday, Sept. 2.

Mark Wilson and his Magic Land of Alakazam will perform feats of magic daily for the thousands of children who will attend the Future of America Fair. Showtimes are 11:30 a.m. and 6 p.m. on the Mid-America stage located on the second floor of the exhibition hall.

Wilson had his own television, program, "The Magic Land of Alakazam," for five years during the '60's, and his "Magic Circus" can now be seen on Channel 9 (WGN).

Wilson has acquired the reputation of "America's Favorite Magician."



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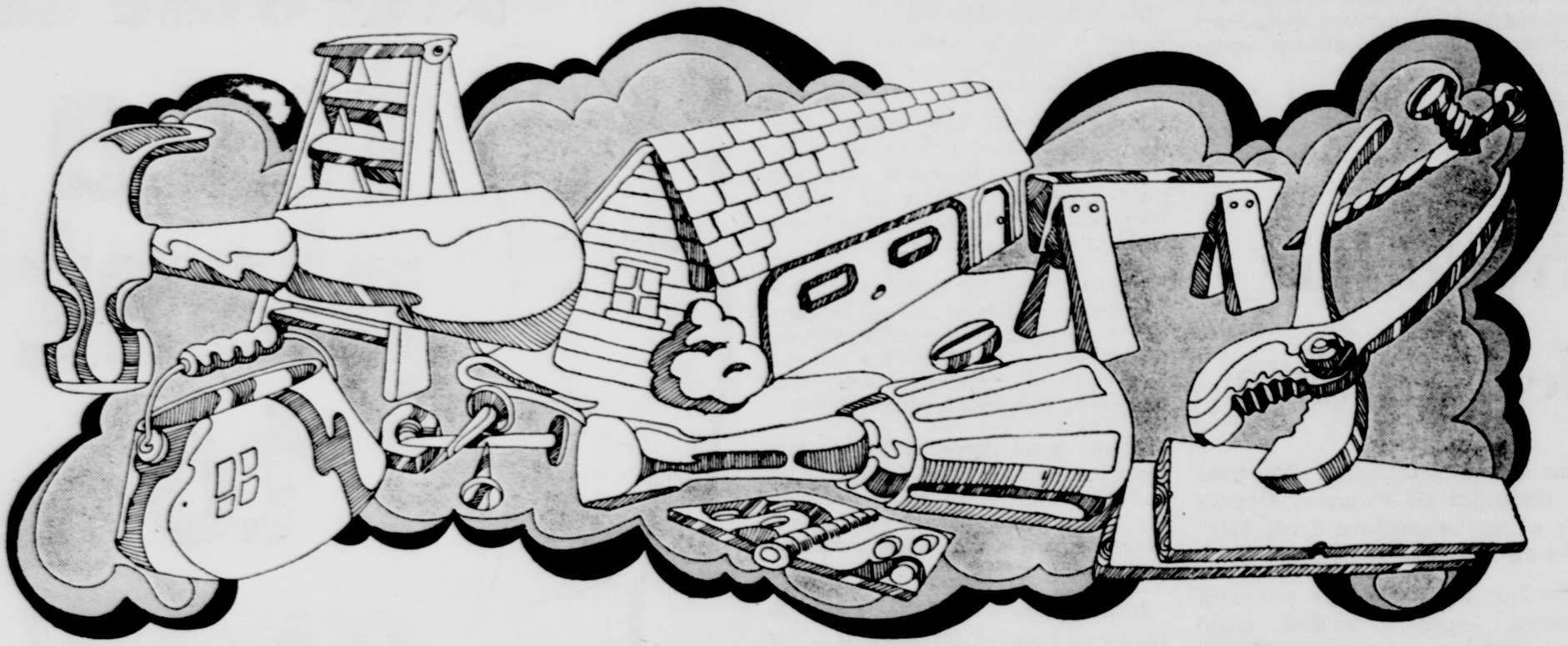
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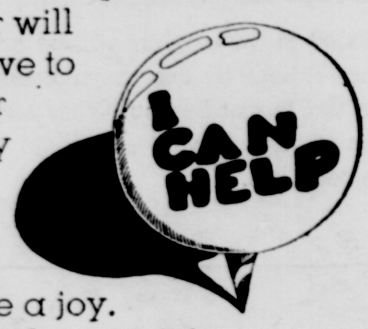
Okay, so owning your own home isn't all barbeques and sitting in front of the fire. It's faulty plumbing and falling plaster and cracked tiles and crabgrass every year. Still, you wouldn't trade it for the world. And, with a little help from Republic, you'll survive in style.

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In over 20 years, we've learned a lot. Like, how to save you time and money. And how to solve thousands of problems. We use what we've learned to help you survive. That's why we put more for your home inside every Republic homeowners' store than you'll find anywhere else.

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At Republic we realize that owning your own home **can** be a joy. We're doing what we can to make sure it is. And we know our survival course will help. It'll certainly prove something to you we think you should know. No matter what, you're not in this alone.



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WANT A BIRD'S EYE view of the Future of America Fair? Then take a high-flying ride on the giant Sky Wheel. It's two ferris wheels atop one another, both rotating simultaneously. Be sure not to miss this ride, along with dozens of other thrill and kiddie rides at the 20 acre midway!

20-acre carnival has rides galore

The Gooding Amusement Co. of Columbus, Ohio, will unfold and present one of its most spectacular and scintillating midways at the Future of America Fair.

The huge Ohio-based carnival is renowned throughout the nation for the endless number of riding devices and other amusement attractions which it operates. In its 75th year, Gooding boasts of owning nearly every conceivable type of amusement ride on the market, and is always researching the latest devices available to the outdoor amusement trade. With 20 acres of land devoted to carnival rides and games, you'll see every type imaginable in an area northwest of the exhibition building.

An exciting midway of over 60 modern rides will be featured at the 11-day fair. Every day, for a minimal charge, visitors will be able to gamble with their equilibriums and emotions on giant imported attractions like the "Himalaya," a monstrous device embellished with Alpine scenery.

Thrilling rides of this sort are usually found only in more progressive and permanent amusement parks, but Gooding and the Future of America Fair are able to bring them to the midwest area. Among the other new, exotic and wondrous equipment will be rides with such intriguing names as "Zyklon", "Cake Walk", "Swiss Toboggan", "Bubble Bounce", "Zipper", and the "Skydiver".

There will be traditional rides and American favorites as well at the fair. These include the "Scrambler", "Paratrooper", "Sky Wheel", "Dodgems", "Turbo", "Ferris Wheel", and the "Sky Wheel" where two giant ferris wheels rotate on top of each other at a height comparable to that of a ten-story building.

Along with the thrills and excitement of the major ride section, the Future of America Fair will feature "Gingerbread Land" for the very young just north of the exhibition building. Filled with kiddie rides and attractions, children can get their thrills on space ships, speed boats, racing cars, and more.

Concessions will also be available on the grounds, and visitors of all ages can enjoy that special type of food that only is available at a fair — salt water taffies, corn on the cob, taffy apples, barbecued chicken and steak.

Plane being built at aircraft exhibit

The Experimental Aircraft Association, an international organization for sport and recreational use of airplanes, will be building a plane at its exhibit at the Future of America Fair.

The Acro Sport, an open cockpit, single engine biplane is of steel tube and spruce construction. It has a wing span of 20 feet and is eight feet long and six feet high. The Acro Sport is capable of a cruising speed of 130 m.p.h. and has a 350 mile flight range.

There will also be a fully-constructed model on display so spectators can view the Acro Sport in its finished stage as well.

The Experimental Aircraft Assn., with 72,000 members and 415 active chapters, primarily works with high schools, providing drawings and plans of the Acro Sport for student building projects.

The airplane exhibit will be located in the center of the second floor in the exhibition hall.

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360 CID engine, V-8, electronic ignition, vinyl trim, power steering, power disc brakes, torqueflite transmission, bench vinyl seats, tinted glass, radio, air conditioning. Stock # 4130.
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Vinyl seats, torqueflight transmission, power steering, power disc brakes, 318 CID engine, tinted windows, air conditioning, AM radio, deluxe wheel covers. Stock # 4093.
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CHRYSLER NEWPORT 4-DOOR SEDAN
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3 seat wagon, V-8, electronic ignition, electric clock, power steering, power front disc brakes, torqueflite transmission, radio, light package, remote control mirror, air conditioning, tinted glass (all windows), radio, whitewalls, etc. Stock # 4116.
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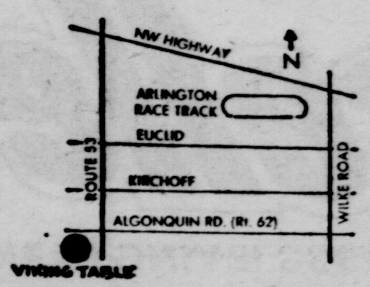
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Sunday, Aug. 26

AMERICA, THE MELTING POT

10 a.m. — Open Horse Show, horse performance ring

10 a.m. — Steer Judging, livestock barns

11:30 a.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon — Circus Americana, near railroad tracks

12:45 p.m. — Evans Fashions and Furs, Mid-America Stage

2 p.m. — Pageant of Bugles and Drums, track area

2 p.m. — Open Horse Show, horse performance ring

2 p.m. — Irene Hughes, Mid-America Stage

3 p.m. — Circus Americana, near railroad tracks

4:45 p.m. — Evans Fashions and Furs, Mid America Stage

6 p.m. — Circus Americana, near railroad tracks

6 p.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

6:45 p.m. — Village Theatre of Arlington Heights, Mid-America Stage

8 p.m. — Lynn Anderson, Boots Randolph and Nashville Brass, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition building

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I'd never let some gloomy guy
Offend the folks who come to buy.
I'd never keep a boy or clerk
With a mental toothache at his work,
Nor let a man who draws my pay
Drive customers of mine away.
I'd treat the man who takes my time,
And spends a nickel or a dime,
With Courtesy, and make him feel
That I was pleased to close the deal.
Because tomorrow, who can tell?
He may want things I have to sell.
And in that case, then glad he'll be
To spend his dollars all with me.
The reason people pass one door,
To patronize another store
Is not because the busier place
Has better silks, or gloves, or lace
Or lower prices, but it lies
In pleasant words and smiling eyes;
The only difference, I believe,
Is in the treatment folks receive."

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9,000 sq. ft.	21.00	84.00
10,000 sq. ft.	22.50	90.00
15,000 sq. ft.	30.00	120.00
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1972 T-BIRD LANDAU
2-Door, lime gold, V-8 engine, automatic transmission, power steering, power brakes, radio, heater, whitewall radials, wheel covers, vinyl top, air conditioning, power windows and seats, tinted glass, one owner, leather trim and much more.

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10 passenger, lime gold, 429 engine, automatic transmission, power steering, power brakes, whitewalls, wheel covers, air conditioning, power seats, tinted glass, cruise control, AM-FM stereo, power door locks, tilt wheel, luggage rack. Stock # P-770 Sharp!

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1969 TORINO GT
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2-Door hardtop, lime gold, V-8 engine, automatic transmission, power steering, power brakes, radio, heater, whitewalls, wheel covers, vinyl top, air conditioning, tinted glass, low mileage, one owner. Stock # P-747-A.

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Six horse shows planned for Fair

Six exciting horse shows with over $15,000 prize money will make up an important segment of the attractions scheduled in conjunction with the Fair.

Clarence Lester, executive director of the Fair, hopes to have 750 to 1,000 horses entered in this "prestige show."

Horse show activities will take place in a 100' by 200' performance ring especially built near the horse barns just north of the midway. Bleachers will accommodate spectators for the shows.

Except for the first day, performances will begin at 10 a.m. and 2 p.m.

All shows will include both halter and performance classes.

In the halter classes, horses of the same breed, age and sex will be judged against each other for individual confirmation, color, build and quality. Performance classes will evaluate a horse's ability in races and other competitions.

The North Cook County 4-H Horse Show will lead off activities Friday, Aug. 24. This one-day event is limited to 4-H club members.

On Saturday, Aug. 25, and Sunday, Aug. 26, the Open Horse Show will occur. Here horses of all breeds and all ages, registered and non-registered, will compete.

Pinto horses, known for their colorful large spots, will take the spotlight Aug. 28, with the Quarter Horse Show, featuring the fast ranch horses, following on Aug. 29.

Arabians, noted for their endurance, and Appaloosas, marked for versatility, will appear Sept. 1, 2 and 3 in the final jam-packed program.

Among the performance classes of special interest to spectators will be pleasure and horsemanship classes in which riders are judged on their ability to show and control the horse in walk, trot and canter, with the horse being relaxed and non-resistant.

The stop watch will determine winners in several of the performance classes which involve racing. Weaving a cloverleaf pattern among three barrels; threading between five or six poles 16 feet apart; picking up a flag from one bucket and dropping it in another; attempting to walk, trot and canter without spilling water from a full glass; bareback riding; and "musical chairs" with ropes — these are just a few of the races which are so thrilling to watch.

One of the more interesting classes in the Arabian Show will involve the colorful, fascinating costumes so often seen in television parades.



BARON VON UHL AND his spectacular, ferocious fighting lions and tigers will thrill audiences during the big top shows at the Circus Americana, scheduled daily for the Fair.

Circus acts to thrill all

Circus Americana is one of the fine daily attractions at the Future of America Fair.

The circus is produced by L. N. Fleckles & Co. and stars Ronald McDonald, who will greet and meet the many youngsters who will attend the circus festivities.

To delight young and old alike, there will be three big top shows daily with 12 fascinating circus acts. The shows are at noon, 3 p.m. and 6 p.m., located near the North Western railroad tracks.

The exciting line-up of circus acts includes King's Performing Elephants, Henry's Chimpanzies, pantomime comedian Charlie Frank, Baron Von Uhl's fighting lions and tigers act, the human projectile Hugo Zacchini, and Yoho the clown.

Zacchini will be shot from a 22 foot cannon at speeds of 90 miles an hour.

Also appearing are the Roselles, a daring high wire act from South America; Kelroys, internationally known trampolinists from Australia; The Palace Duo, the most sensational aerial gymnasts; and Jorge and the unpredictable Ford.

There is a minimal charge for admission to Circus Americana.



Monday, Aug. 27

KIDS DAY, U.S.A.

10 a.m.—Wether Lamb Judging, livestock barns

11:30 a.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon—Circus Americana, near railroad tracks

12:45 p.m.—Evans Fashions and Furs, Mid-America Stage

2 p.m.—Irene Hughes, Mid-America Stage

2:30 p.m.—"Sesame Street" Program, grandstand outdoor stage

3 p.m.—Circus Americana, near railroad tracks

4:45 p.m.—Evans Fashions and Furs, Mid-America Stage

6 p.m.—Circus Americana, near railroad tracks

6 p.m.—Mark Wilson and his "Magic Land of Alakazam", Mid-America Stage

6:45 p.m.—Village Theatre of Arlington Heights, Mid-America Stage

8 p.m.—Pageant of Bugles and Drums, grandstage track area

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits. exhibition building

20-acre Midway and "Gingerbread Land"

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These Western Electric installers are not new employees. They have both worked in the field for a minimum of two years. Now, they are receiving advanced practical experience in a laboratory situation on the newest and latest equipment. The skills they learn will help them to better their abilities to perform their assigned jobs, thus at the same time, bettering the service that Western Electric can provide.



This instructor is wiring a piece of demonstration equipment. The regional training organization, of which he is a part, is involved with training in three areas: engineering, installation and service centers. Its purpose is to train new employees on existing products and procedures, existing employees on new products and procedures and to rectify problems encountered with ongoing job assignments. Through its efforts, the company's operations are kept progressive.

Western Electric is the manufacturing and supply unit of the national Bell Telephone System. We manufacture telephones, switching and transmission equipment to enable the Bell Telephone Companies to meet the ever increasing demands for telephone service. Our business is communications; helping people communicate with their friends, family or business associates across the street, across the country and around the world.

In Rolling Meadows, Western Electric's Central Region Headquarters of the Service Division is headquarters for regional engineering, planning, installation, distribution, accounting, transportation, purchasing and quality assurance. A Systems Equipment Engineering Organization is also located here as an interface between the Bell Telephone Companies and the Western Electric manufacturing and installation groups. Their primary concern is to custom tailor facilities so the Telephone Company can operate more efficiently. Our job is getting it all together for the Bell System.

Western Electric

We make things that bring people closer

Tuesday, Aug. 28

AMERICA'S FAIR LADY DAY

10 a.m.—Pinto Horse Show, horse performance ring

10 a.m.—Auction Sale for Market Animals, livestock barns

11:30 a.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon—Circus Americana, near railroad tracks

12:45 p.m.—Evans Fashions and Furs, Mid-America Stage

2 p.m.—Pinto Horse Show, horse performance ring

2 p.m.—Irene Hughes, Mid-America Stage

2:30 p.m.—Sound Generation, outdoor grandstand stage

3 p.m.—Circus Americana, near railroad tracks

4:45 p.m.—Evans Fashions and Furs, Mid-America Stage

6 p.m.—Circus Americana, near railroad tracks

6 p.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

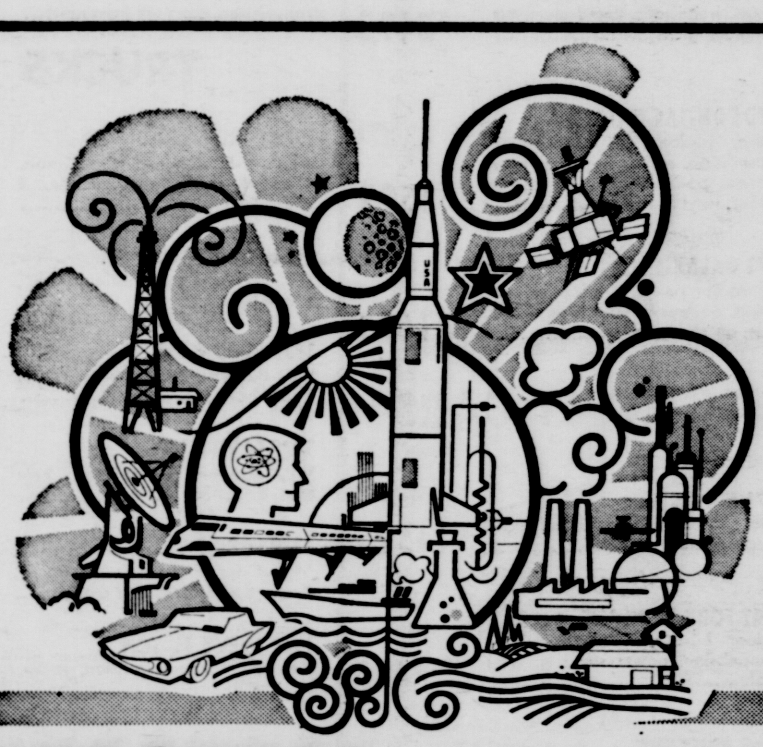
6:45 p.m.—Village Theatre of Arlington Heights, Mid-America Stage

8 p.m.—Johnny Cash, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

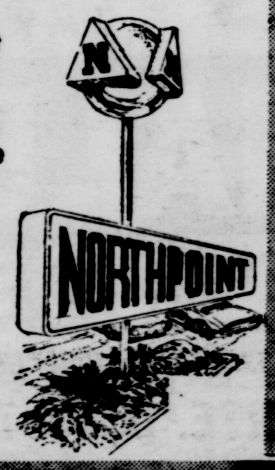
Historical Indian Portraits, exhibition building

20-acre Midway and "Gingerbread Land"



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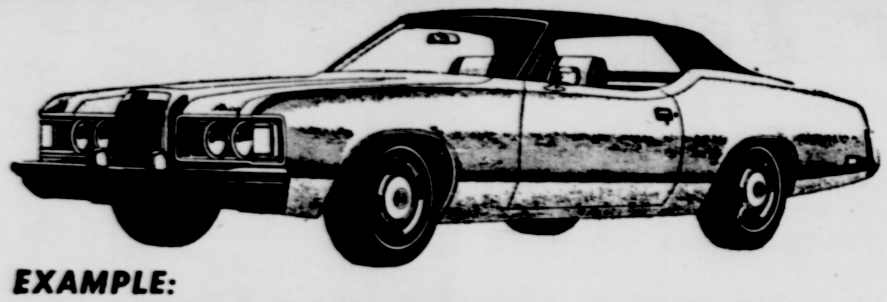
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Equipped with power steering, power brakes, radio, heater, automatic transmission, factory air conditioning, defroster, tinted glass, remote mirror.

$2585



EXAMPLE:

BRAND NEW 1973 MERCURY COUGAR

Automatic transmission, 351 V-8, power brakes, power steering, bucket seats, full factory equipped.

$99.67 per month
36 monthly payments. Payments total $3588.12 including interest, w-credit approval. Cash price is $3297.00, Ill. Sales Tax extra, A.P.R. is 9.75.

$197.00 DOWN
Cash or Trade

1973 CAPRIS

Full stock, most colors, immediate delivery.

At Reduced Prices

1973 LINCOLNS & MARK IVS AT HUGE SAVINGS

USED CARS

1969 MERCURY COLONY PARK WAGON
All the power goodies!
$1395

1970 CADILLAC DeVILLE 4-DR.
FACTORY AIR CONDITIONED, vinyl roof, very sharp.
$2995

1972 COUGAR 2-DOOR HARDTOP
Factory air conditioned, automatic transmission, power steering, power brakes, vinyl roof, loaded.
$2995

1969 FIAT
124SP 2-door coupe. Ready to go!
$795

1969 FORD COUNTRY WAGON
9 passenger, power steering, power brakes.
$995

1969 LINCOLN CONTINENTAL CPE.
FACTORY AIR CONDITIONING, vinyl roof. Loaded with equipment.
$1995



EXAMPLE

Brand New 1973 MERCURY COLONY PARK STATION WAGON

10 Passenger, factory air conditioning, power steering, power brakes, automatic transmission, steel belted tires, power tail gate.

$135.00 per month
36 monthly payments. Payments total $4860.00, including interest, w-credit approval. Cash price is $4397.00, Ill. Sales Tax extra, A.P.R. is 9.75.

$197.00 DOWN
Cash or trade



EXAMPLE:

BRAND NEW 1973 MERCURY MONTEGO 4-DOOR SEDAN

Automatic transmission, heater, side mirror, full factory equipped.

$83.60 per month
36 monthly payments. Payments total $3009.60 including interest w-credit approval. Cash price is $2797.00, Ill. Sales Tax extra. A.P.R. is 9.75.

$197.00 DOWN
Cash or Trade

1969 CADILLAC SEDAN DE VILLE
4-door, vinyl roof, FACTORY AIR CONDITIONING. Loaded with equipment.
$2395

1969 MERCURY MARQUIS BROUGHAM
2-door hardtop, vinyl roof, FACTORY AIR CONDITIONING, full power.
$1395

1970 MERC. MARQUIS 4-DR. BROUGHAM
FACTORY AIR CONDITIONED, vinyl roof, radio, heater.
$1695

'71 LINCOLN CONTINENTAL
4-door, vinyl roof, FACTORY AIR CONDITIONING, leather upholstery. Many, many extras.
$3595

'71 COUGAR
2-door hardtop, automatic transmission, radio, heater, power steering, whitewalls, FACTORY AIR CONDITIONING.
$2295

'71 CADILLAC ELDORADO
FACTORY AIR CONDITIONING and every Cadillac extra.
$4995

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Wednesday, Aug. 29

AMERICAN HERITAGE DAY

10 a.m.—Registered Quarter Horse Show, horse performance ring

11:30 a.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon—Circus Americana, near railroad tracks

12:45 p.m.—Evans Fashions and Furs, Mid-America Stage

2 p.m.—Irene Hughes, Mid-America Stage

2 p.m.—Registered Quarter Horse Show, horse performance ring

2:30 p.m.—Sound Generation, grandstand outdoor stage

3 p.m.—Circus Americana, near railroad tracks

4:45 p.m.—Evans Fashions and Furs, Mid-America Stage

6 p.m.—Circus Americana, near railroad tracks

6 p.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

6:45 p.m.—Village Theatre of Arlington Heights, Mid-America Stage

8 p.m.—Englebert Humperdinck, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition building

20-acre Midway and "Gingerbread Land"

Arlington Park features a multitude of activities

Arlington Park Race Track first opened its doors to the public in October, 1927. Throughout the years the park has undergone substantial expansion and improvement.

Today, Arlington Park, owned by Madison Square Garden Enterprises, is not only considered one of the five finest grass racing tracks in the country, but it also serves as an exposition and convention center during the off-season.

"Arlington Park has been completely modernized in recent years, diversifying the uses of its huge heated and air-conditioned plant and grounds to what, at present, amounts to a year 'round operation," John Loome, president of Arlington Park-Washington Race Tracks Corporation, said.

This Friday, the Future of America Fair premieres at Arlington Park. It is by far the largest special event the park has yet hosted. During the 11-day event, 500,000 people are expected to attend the fair festivities. The fair marks the beginning of new enterprises for Arlington Park.

"We find the possibilities exciting and options almost endless," Loome said. "The Future of America Fair, because of its size and commitment to excellence, is a major step for us."

The reasons why Arlington Park is such a choice location for the fair are numerous and these same reasons give excellent testimony to the diversity, size and quality of park facilties.

The main complex consists of 500 acres with additional properties on Euclid Ave., Rohlwing Rd., and Northwest Hwy., bring the total acreage to over 600.

The Park has paved parking for 20,000 cars, its own private commuter train station and is serviced by several bus lines.

The track building, housing the grandstand and clubhouse, provides 400,000 square feet of air conditioned indoor exhibit space. This is enough room to house 275 10' by 10' booths. The huge structure is serviced by double-width escalators and elevators. The grandstand will seat 20,000 persons.

Arlington Park has over a million square feet of livestock, agricultural and horse show facilities, plus one of the largest stable areas in the world with room for 18,000 horses.

In addition to the track ground there is Arlington Park Towers Hotel. This 425-unit hotel will accommodate visitors and exhibitors of the fair. The 18-hole, par-three golf course will host the Future of America Fair Junior Golf Tournament.

Arlington Park Towers also has four fine restaurants, an indoor pool, tennis courts and a 750-seat theatre in the round for the performing arts.

Arlington Park, situated in a prime location, is easily accessible to a vast number of people. Hundreds of miles of major roads, including the Kennedy Expressway, the Tri-State, and I-90 lead to the park. Arlington Park is just 35 minutes from Chicago and 15 from O'Hare.

With all of this to its credit, it is easy to see why Arlington Park is the chosen site for The Future of America Fair. For this occasion, it has become a complete exposition center, facilitating the wide assortment of activities and exhibits scheduled for the Fair.

if . . .

this country ever goes to the dogs . . .

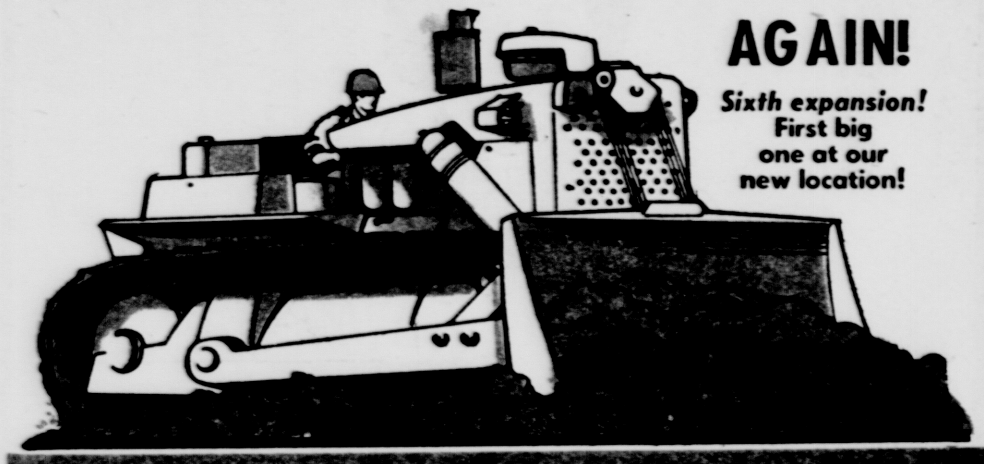


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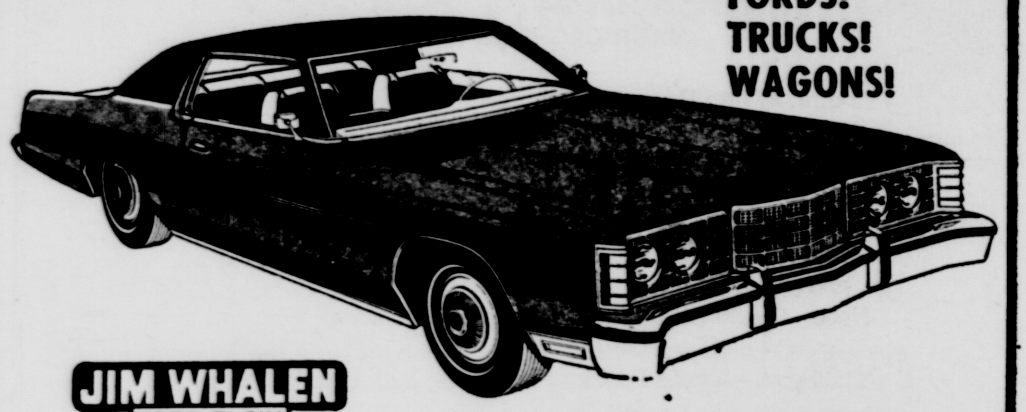


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ROAD TEST MAGAZINE 1973 FORD DIVISION FORD CAR OF THE YEAR AWARD

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Original List **$4632.10**
You Pay **$3817.62**

SAVE $814.48

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Factory air conditioning, AM-FM stereo, 400 V-8, vinyl roof, automatic transmission, power steering, power brakes, power windows, tinted glass, tilt wheel, cornering lights, bumper guards, electric rear window defroster. Executive driven. Stock # 5958.

Original List **$5445.78**
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1972 FORD TORINO
2-door, green, 6 cylinder, automatic transmission, radio, power steering. $2295

1971 CHEVROLET IMPALA
Hardtop, bronze, V-8, automatic transmission, radio, power steering, air conditioning. $2295

1971 CHEVROLET CAMARO
2-door, V-8, radio, power steering, power brakes, new tires, whitewalls, air conditioning. $2795

1969 DODGE CORONET WAGON
V-8, automatic transmission, power steering, power brakes, whitewalls. $895

1971 DODGE CHARGER
2-door, V-8, radio, power steering, air conditioning, vinyl roof. $2195

1970 FORD LTD COUNTRY SQUIRE
Radio, power steering, power brakes, whitewalls, new tires, air conditioning, very clean. 10 passenger. $2095

1972 MERCURY MONTEGO
2-door, V-8, automatic transmission, power steering, power brakes, whitewalls, tinted glass, air conditioning, wheel covers..... $2295

1972 FORD LTD SQUIRE WAGON
V-8, radio, power steering, power brakes, whitewalls, tinted glass, air conditioning..... $3495

1970 PONTIAC CATALINA
4-door sedan, V-8, automatic transmission, radio, heater, power steering, power brakes, air conditioning, vinyl roof, new whitewalls.. $1595

1971 GALAXIE 500
V-8, radio, power steering, power brakes, whitewalls, new tires, tinted glass, air conditioning. $1695

ECONOMY CARS

1971 MAVERICK
4-door, 6 cylinder, radio, automatic transmission. $1595

1967 FORD FAIRLANE
2-door hardtop, V-8, automatic transmission, power steering, vinyl roof. $495

1969 MUSTANG
2-door, radio, new tires, whitewalls, air conditioning. $1295

1972 PINTO STATION WAGON
4 speed transmission, radio, whitewalls, accent group. $1695

1971 FORD MAVERICK
2-door, red, 6 cylinder, automatic transmission, can't tell from new! ... $1695

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White, V-8, standard transmission, 4 speed, radio, low mileage, 4 wheel drive..... $3295

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1970 FORD F-250
V-8, standard transmission, radio, 8 foot box..... $1995

1972 FORD F-100
V-8, standard transmission, new tires, 8 foot box..... $2395

1970 FORD F-250
V-8, 4 speed transmission, radio, heavy duty springs and shocks $1895

1969 CHEVY ¾ TON
V-8, standard transmission, radio, heavy duty springs. $1098

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SPRINGFIELD REVIVAL, who have met with great success in Europe, will appear with the Osmond Brothers at the grandstand show Friday, Aug. 24.

Osmond Brothers to appear Friday

Topping the bill at the Friday, Aug. 24 grandstand show with performances at 2:30 p.m. and 8 p.m. will be the fabulous Osmond Brothers. The five brothers are by now an American phenomena, internationally known and successful beyond even an Horatio Alger story.

Recordings such as "One Bad Apple," which sold over three million copies, "Go Away Little Girl" and "Puppy Love" gained the Osmond Brothers international prominence.

Their success began with a booking at Disneyland that led to appearances on the Andy Williams TV show. Since then they have gone on to earn 16 gold record albums, two of them platinum signifying the sale of two million copies, and four Silver Discs in England. They have headlined a Royal Command Performance in London.

On their national tour in 1972, Alan, 23; Wayne, 21; Merrill, 20; Jay, 18; and Donny, 15, played to 30,000 at the Anaheim, Calif., baseball stadium, drew a record 25,000 people to a single show at the Canadian National Exposition in Toronto, sold out Madison Square Garden a month in advance and drew a record of 31,000, standing room only, for their stand at Caesar's Palace in Las Vegas.

Their singing success assured, the Osmonds each took up an instrument and dancing to provide a complete stage show of exceptional quality.

Appearing with the Osmonds will be Springfield Revival, from London, England, who became one of the hottest singing acts in Europe after their first tour. The three-member group has bridged the generation gap, appealing to audiences both young and old.

Mid-America stage hosts seven daily performances

Seven shows a day will be presented on the Mid-America stage during the Future of America Fair. The stage is on the second floor of the exhibition building. All shows are free.

Mark Wilson and his "Magic Land of Alakazam" will be featured at 11:30 a.m. and 6 p.m. (See story elsewhere.)

Well-known pyschic Irene Hughes will appear at 2 p.m. (See story elsewhere.)

At 12:45 p.m. and 4:45 p.m., Evans Fashions and Furs will put on a fashion show. Six models will present the latest in styles for women.

"Don't Be A Clown About Your Career" is a special program by Bea Harris, president of a professional employment service. In her 3:30 p.m. show, she will wear disguises in explaining how a person should make the most of what he has when determining a career. Members of the Young Enterpreneurs' Society (YES) will be assisting.

The final show each day at 6:45 p.m. will be a comic melodrama performed by the Village Theatre of Arlington Heights entitled "Curse You, Jack Dalton."

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1973 CAPRICE
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Demo — Full power, factory air conditioning, FM-AM stereo radio, vinyl roof, cruise control.



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Demo — Full factory equipped, factory air conditioning, whitewalls, vinyl roof, plus much more.



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"Uncle Joe" Lesniak
Pres. & Genl. Mgr.



Joey Heatherton will appear with Bob Hope in a grandstand show Monday, Sept. 3, at 8 p.m.

Lynn Anderson will be joined by Boots Randolph and the Nashville Brass in an 8 p.m. concert Sunday, Aug. 26.



KEY TO BETTER DINING RESTAURANT GUIDE

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Complete Dinners
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Coming Tuesday
Moses & The Highbrows
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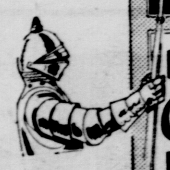
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HOURS: Mon.-Thurs. 11 a.m.-12 Midnight, Friday 11 a.m.-1 a.m.
Sun. 11 a.m.-12 a.m., Sat. 4 p.m.-2 a.m.

Thursday, Aug. 30

SPORTSMEN OF AMERICA DAY

10 a.m.—Registered Quarter Horse Show, horse performance ring

11:30 a.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon—Circus Americana, near railroad tracks

12:45 p.m.—Evans Fashions and Furs, Mid-America Stage

2 p.m.—Registered Quarter Horse Show, horse performance ring

2 p.m.—Irene Hughes, Mid-America Stage

2:30 p.m.—Sound Generation, grandstand outdoor stage

3 p.m.—Circus Americana, near railroad tracks

3:30 p.m.—"Don't Be A Clown About Your Career" by Bea Harris, Mid-America Stage

4:45 p.m.—Evans Fashions and Furs, Mid-America Stage

6 p.m.—Circus Americana, near railroad tracks

6 p.m.—Mark Wilson and his "Magic Land of Alakazam", Mid-America Stage

6:45 p.m.—Village Theatre of Arlington Heights, Mid-America Stage

8 p.m.—Englebert Humperdinck, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition building

20-acre Midway and "Gingerbread Land"

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155 BEDFORD ROAD
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Historic Indian pictures to be exhibited at Fair

The world's largest collection of Indian photographic portraits, taken in 1898, will be on public display at the Future of America Fair. Each of the 11 days of the Fair visitors will be able to view over 100 pictures of historically famous Indians.

Included in the collection are such well known names as Sitting Bull, Red Cloud, Geronimo, American Horse, and many others who helped make history during the periods of the Indian Wars. The exhibit will be on display in the air conditioned exhibition hall.

The pictures came about at the Peace Jubilee of 1898 in Omaha. The event was a final effort on the part of the settlers, railroad men, and Indians to try to understand one another. Planned as a part of the Trans-Mississippi World Exposition, the Peace Jubilee was designed to help Omaha overcome the economic effects of a nationwide depression.

The new railroads were using Omaha as a major stop on their route west. The surrounding lands were being hastily filled with prospectors, settlers and merchants. The Indian tribes had been assigned or forced to live on reservations under control of the military.

The planners of the Peace Jubilee had wanted to make one final effort for the Indian and white man to learn to understand one another. It was not successful in this respect, but through the insight of F. A. Rhinehart, 500 portraits were taken of the Indian leaders present. Of these five hundred, 132 remain and will be on display at the Fair.

Using only the basic and crude equipment of the day, Rhinehart accomplished an outstanding study of this rapidly disappearing civilization. In recording the tried and tired, poignant and insightful faces of the Indians present, he perhaps realized he was recording the tragic end of an era of history.

The historical Indian portraits are all 11 inches by 14 inches, in color, and presented with additional information, narrative and maps for explanation. It makes for a valuable, introspective, timely, factual, and educational display, open to everyone that attends the Fair.



THIS PHOTOGRAPH OF Geronimo is one of the 500 Indian photographic portraits taken in 1898 at the Peace Jubilee by F. A. Rhinehart. Today, 132 of these pictures remain and will be on display at the Future of America Fair.

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WE ACCEPT YOUR FREE VACATION OFFER
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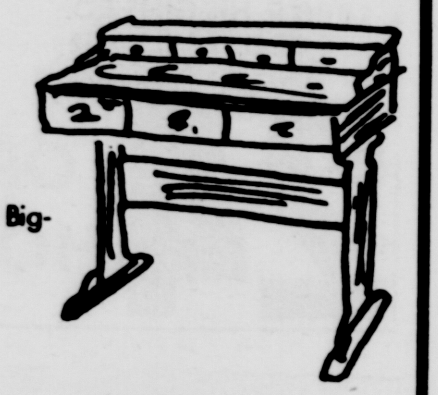
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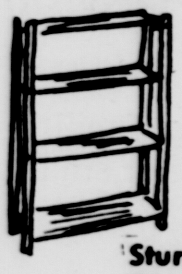
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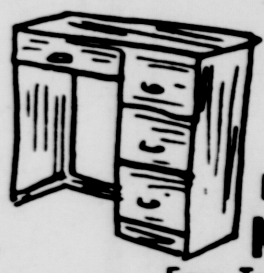
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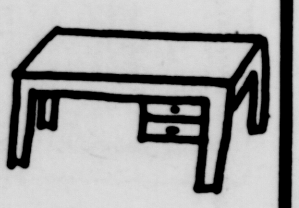


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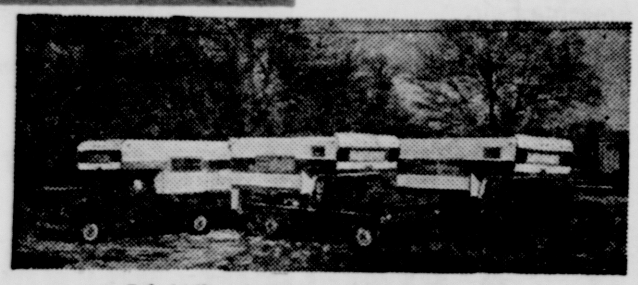
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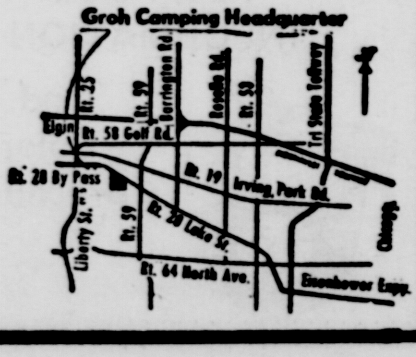
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Country and western stars appearing at Fair Aug. 26

A triple treat to country and western fans will be Lynn Anderson, Boots Randolph, and Danny Davis and the Nashville brass, performing for the grandstand audience on Sunday, Aug. 26, at 8 p.m.

Lynn Anderson has been among the Country Music Association's Top Five vocalists since 1967. The 25-year-old, North Dakota born songstress has been named "Top Female Vocalist" by NARAS (Grammy), Academy of Country and Western Music, Country Music Association, Billboard, Cashbox and Record World.

Singing for Columbia Records, Lynn earned gold records both for the single and the album "Rose Garden" and has appeared on numerous television shows, including the "Tonight Show," "Kraft Music Hall," "Johnny Cash," "The Dean Martin Show," and 20 network specials.

Boots Randolph is known as "Mr. Sax" throughout the country. Born into a musical family, Randolph has been entertaining since he was in grade school.

His rambunctious, rather rowdy style earned him an RCA Victor contract in 1961 and record stardom shortly followed. Later, he moved his dedication from jzaz to a country-oriented jazz direction to capture a wider audience.

Star of two of his own one-hour TV specials, Randolph is a quick-witted showman who can make it as a master of ceremonies anytime he chooses. One writer described him by saying, "he probably has the greatest range on the saxophone of any present-day musician."

Danny Davis and the Nashville Brass, organized in 1968, gave the "big band" sound to country music and for their efforts were voted tops in their field in 1969 and 1970 by Billboard, Cashbox, Record World and the Country Music Association.

They won a Grammy Award in 1970 and followed up with network TV appearances with Red Skelton, Merv Griffin, Johnny Cash, Glenn Campbell and Mike Douglas. Nine musicians plus back-up voices make Danny Davis and the Nashville Brass a glittering success story.



BOOTS RANDOLPH, known as "Mr. Sax," will entertain fans with his rambunctious and rowdy style of music at his performance on Sunday night, Aug. 26. Lynn Anderson and Danny Davis and the Nashville Brass will share the stage with Randolph.

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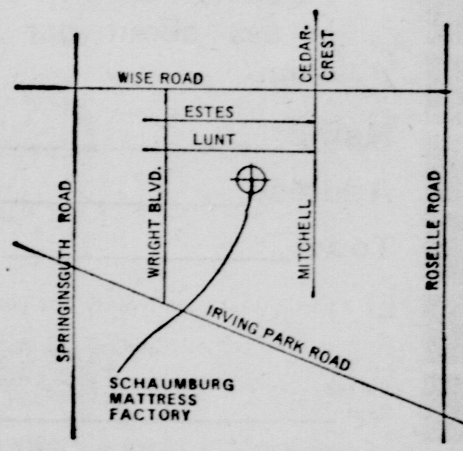
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Friday, Aug. 31

YOUNG AMERICA DAY

10 a.m.—Dairy Show Judging, livestock barns

Noon—Circus Americana, near railroad tracks

11:30 a.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

12:45 p.m.—Evans Fashions and Furs, Mid-America Stage

2 p.m.—Irene Hughes, Mid-America Stage

2:30 p.m.—Rithum Machine, grandstand outdoor stage

2:30 p.m.—Sound Generation, outdoor stage

3 p.m.—Circus Americana, near railroad tracks

3:30 p.m.—"Don't Be A Clown About Your Career" by Bea Harris, Mid-America Stage

4:45 p.m.—Evans Fashions and Furs, Mid-America Stage

6 p.m.—Circus Americana, near railroad tracks

6 p.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

6:45 p.m.—Village Theatre of Arlington Heights, Mid-America Stage

8 p.m.—Kenney Rogers and the First Edition, Dawn featuring Tony Orlando, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition building

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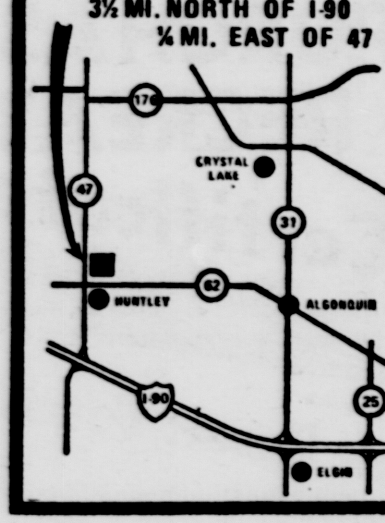
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Famed psychic to appear daily

Irene Hughes, famed psychic who received wide public attention when she successfully predicted the great Midwestern snowstorm in 1967, will be appearing daily on the Mid-America stage at 2 p.m.

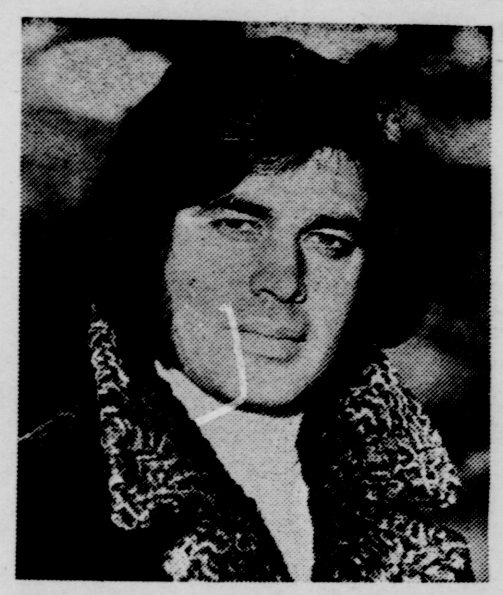
The remarkably accurate predictions Mrs. Hughes has made includes the assassination of Robert Kennedy, the seating of Red China in the U.N., the date of death of both Adlai Stevenson and Ho Chi Minh and the marriage of Jacquiline Kennedy to Aristotle Onassis.

In her daily work, Mrs. Hughes lectures, counsels, writes a newspaper column which appears in 33 newspapers and often works with police and government officials in locating missing persons, criminals, or downed aircraft. She also holds classes in Psychic and Spiritual Awareness twice a year and sponsors a retreat each fall.

She is the author of one book ESPecial-



FAMED PSYCHIC IRENE HUGHES will appear on the Mid-America Stage daily at the Future of America Fair.



ENGELBERT HUMPERDINCK, the Britisher who has been called "the most romantic singer in the world," is scheduled to appear at the grandstand shows on Aug. 29 and 30. His 1967 recording of "Release Me" won him a gold record.

British pop singer to appear at Fair

Engelbert Humperdinck will be the featured entertainer at the grandstand shows on Wednesday and Thursday, Aug. 29 and 30, at 8 p.m.

In 1967, Humperdinck came to the states from England a virtual unknown. Few people could have imagined what an impact he was going to make in the entertainment world. Today, he has become something of an institution around the world and is aptly described as "the most romantic singer in the world."

His five-year-old career, born when "Release Me" became a Gold Record seller in 1967,is one of the most staggering in show business history. More than 100 million of his records have been sold and he has six gold albums to his credit.

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Thursday 8:30 a.m.—8:00 p.m.	Thursday 8:00 a.m.—8:00 p.m.
Friday 8:30 a.m.—8:00 p.m.	Friday 8:00 a.m.—8:00 p.m.
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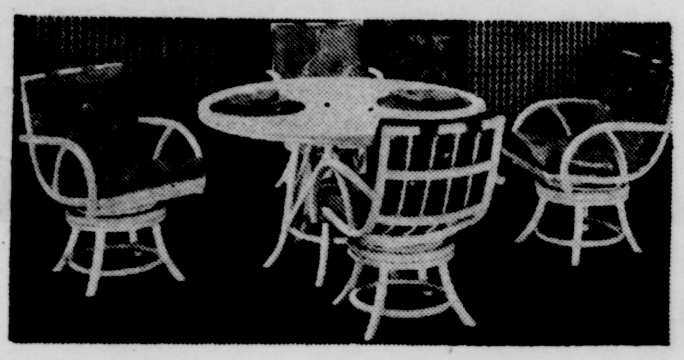
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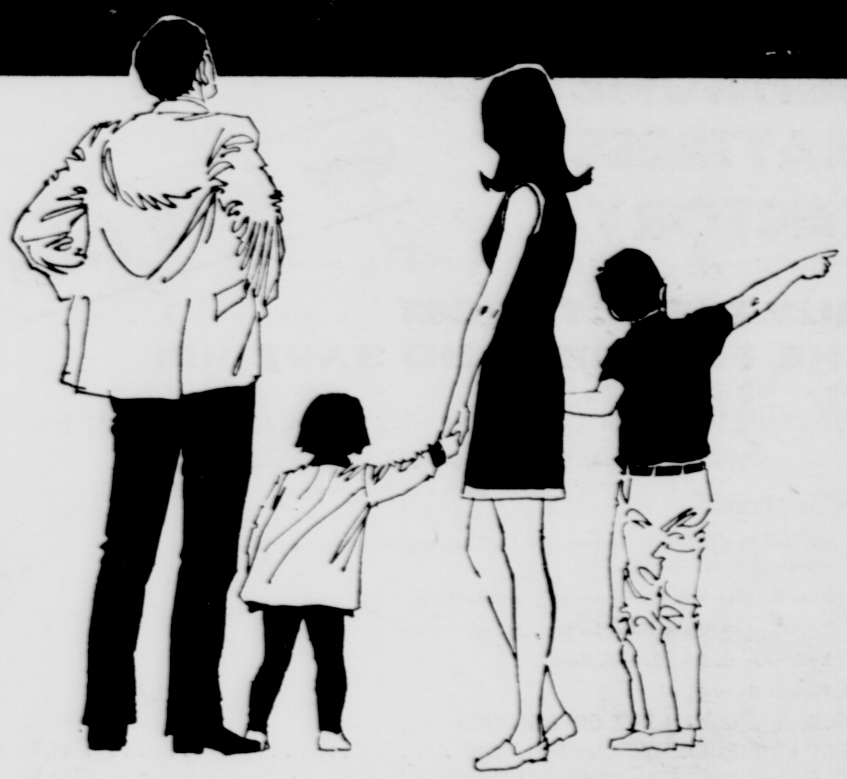
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People, capable of love, are in possession of a dignity and poise which places nakedness in its proper perspective. A man and his wife love each other. They desire nobody else. There are also millions of people who would not survive a nudist experience. The unfortunate part is that it is not always their fault. They are the victims of a lack of love from their parents and the lack of love in their own hearts for somebody else.

The above reasoning, it might be said, explains how clean nakedness is possible but does not necessarily make nudism valid. But it does. The concept of nudism recognizes the dignity of man; its practice asserts it. The need for this self-esteem is second only to the need for love in our family life.

I believe the foregoing to be an important and basic evaluation of nudist philosophy. It may give the impression of born-yesterday naivete, or it may indicate a recognition of certain fundamental values, which, in these days, have been dismissed as square.



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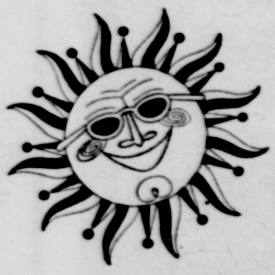
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DONNA FARGO, AN English teacher turned successful songwriter-singer, will appear along with Bobby Goldsboro and Art Linkletter at the Sunday, Sept. 2 Future of America Fair grandstand show.



BOBBY GOLDSBORO, WHOSE 1968 recording of "Honey" became the largest selling single in the world that year, will be at the Future of America Fair grandstand show Sunday, Sept. 2. Also on the bill is Art Linkletter and Donna Fargo.

Sept. 2 grandstand show

Bobby Goldsboro, Donna Fargo and Art Linkletter make up the trio of big name entertainers at the Future of America Fair grandstand show on Sunday, Sept. 2, at 8 p.m.

Bobby Goldsboro's popularity and talents are multifaceted. His appeal is not only as a delightfully easy-to-listen-to singer but as a composer and lyricist whose songs have been top selling records for artists.

Goldsboro signed with United Artists in 1963, had his first hit "See the Funny Little Clown" a few months later, and has been going strong ever since. In 1968, he recorded what was to be the largest selling single in the world that year — "Honey." "Autumn of My Life" and "Watchin' Scotty Grow" were other major sellers for Goldsboro.

Donna Fargo is a singer-writer with a great talent. During the past year, she won a Grammy for "Best Country Vocal Performance by a Female" plus four awards from the Academy of Country Music.

"Funny Face" and "Happiest Girl in the Whole U.S.A.", which she wrote and recorded, won her two gold singles.

Art Linkletter is an American household personality of unusual proportions. He has made his mark in radio, TV and as a writer winning national and international awards too numerous to mention. He authored the numerous and widely read, "Kids Say the Darndest Things."

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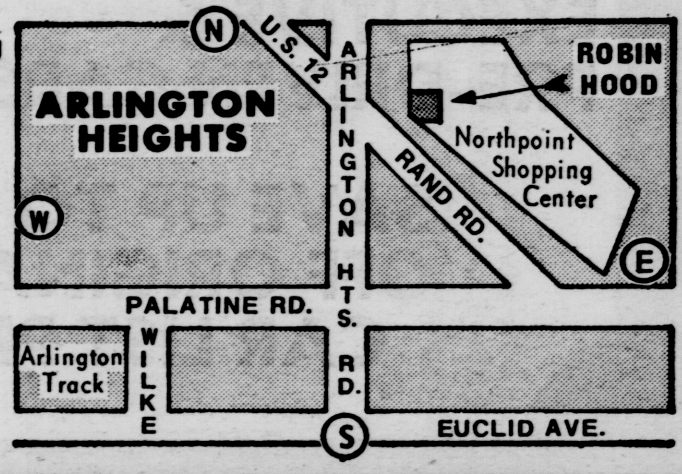
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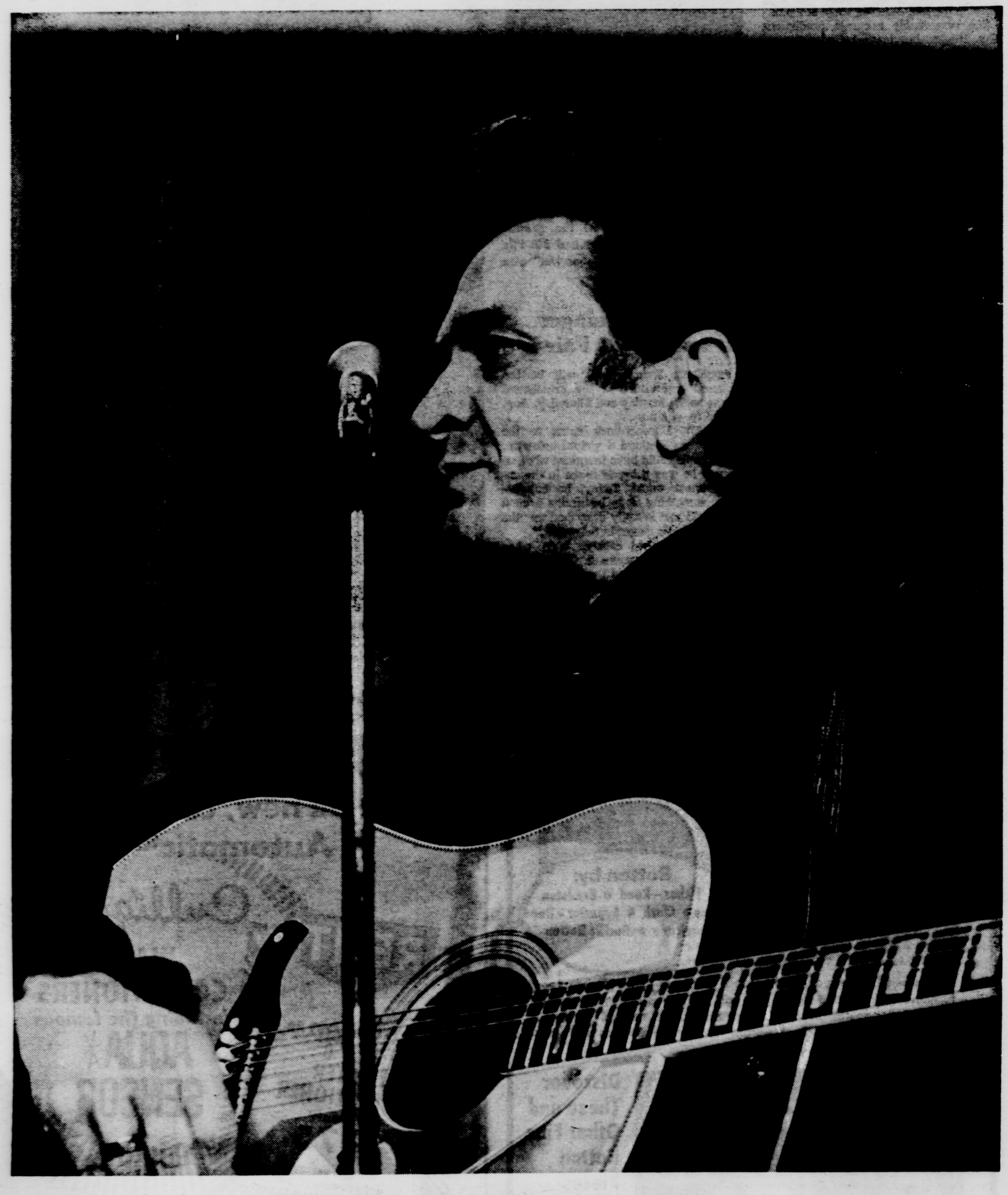
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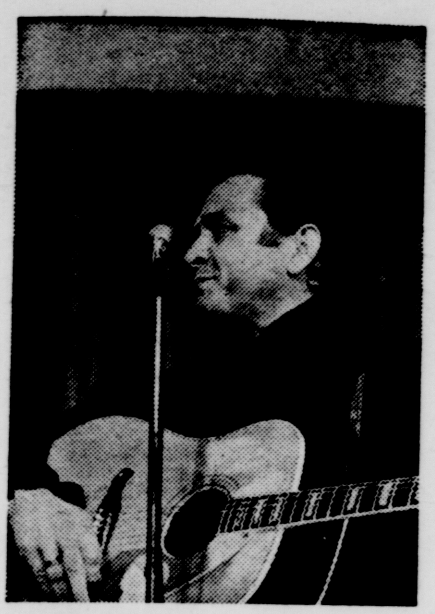
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ANY MAKE!
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Johnny Cash will offer his own distinctive singing style in concert Tuesday, Aug. 28, at 8 p.m.



JOHNNY CASH is a one-man show and he will excite thousands when he appears on stage for his grandstand performance on Tuesday, Aug. 28.

Johnny Cash to be at Fair

Johnny Cash, a living legend that began on a cotton farm in Arkansas near the town of Kingsland, will appear on the grandstand stage at 8 p.m. Tuesday, Aug. 28. On that day, Standard Oil Co., for which Cash does television and radio commercials, will sponsor "Johnny Cash Day."

Through his records, personal appearances and his television show he plays and sings for millions of enthusiastic fans throughout the world.

Cash has written many of his own greatest hits. He has something to say to everyone. "Cry, Cry, Cry," "Folsom Prison Blues," and "I Walk the Line" are three of hits that are stories set to music.

Onstage he is a contradiction, ranging from boyish shyness to sweat-drenched virility. His many fans consider him a country-western star but Cash won't be categorized. His music is "people music" and his appeal is universal.

Fair to host bugle-drum competition

Pageant of Bugles and Drums will be held Sunday and Monday, Aug. 26 and 27, at the Future of America Fair. The drum and bugle corp competitions will take place on the track in front of the grandstand.

The Sunday competition, beginning at 2 p.m., is comprised of two classes; Class B and Class C Junior. On Monday the competition begins at 8 p.m. and includes Open Class and Class A.

Nearly 20 drum and bugle corps from Michigan, Wisconsin and Illinois are entered in the competitions.

The corps will be judged in three areas — drum, horn, and marching and military maneuvers — and will be scored for execution and general effect.

Each corp begins its routine with 100 points. One-tenth point is deducted for each mistake during the routine. The corps will be given 11 to 13 minutes to complete a routine within approximately 100 yards.

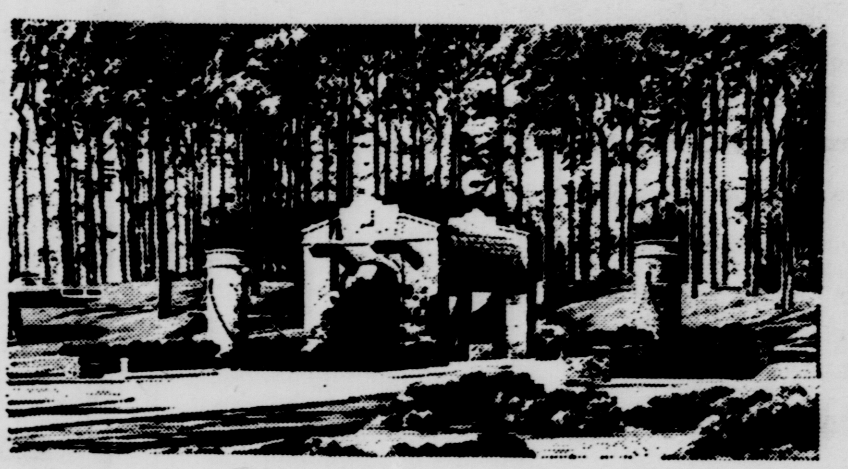
Winners of the competitions will be awarded trophies.

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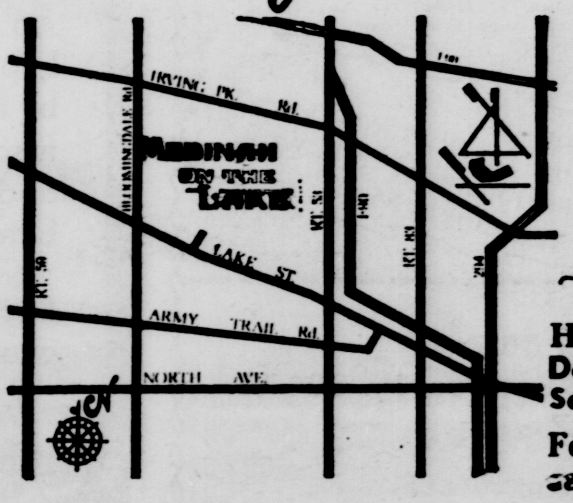
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1970 Buick Estate Wagon Gold, V-8, automatic transmission, radio, heater, power steering, power brakes, whitewalls, tinted glass, low mileage, air conditioning, very clean. Stock # 2138. **$2695**	**1972 BUICK LeSABRE** 2-door hardtop, gold, V-8, automatic transmission, radio, heater, power steering, power brakes, whitewalls, tinted glass, low mileage, air conditioning, very clean, one owner, vinyl roof. Very nice car. Stock # 1984. **$3595**	**CORVETTES CONVERTIBLES AND T-TOPS** '71 - '72 - '73 Vets. 12 To Choose From.	**1971 Olds Vista Cruiser Wgn.** Blue, V-8, automatic transmission, radio, heater, power steering, power brakes, whitewalls, tinted glass, low mileage, air conditioning, very clean, one owner. Stock # 2140. **$2995**	**1969 DODGE SUPER BEE** 2-Door, yellow, 383 V-8 engine, automatic transmission, radio, heater. Stock # 2174. **$1295**
1971 OLDS Custom Cruiser 3 seat wagon, rosewood, V-8, automatic transmission, radio, heater, power steering, power brakes, whitewalls, tinted glass, air conditioning, one owner. Stock # 1310. **$3295**	**1969 BUICK SKYLARK G-S** 2-Door hardtop, red, V-8, automatic transmission, radio, heater, power steering, power brakes, whitewalls, tinted glass, low mileage, air conditioning, very clean, vinyl roof. Stock # 2173. **$1895**	**1972 OLDSMOBILE 98** Luxury Sedan. Bamboo, V-8, automatic transmission, radio, heater, full power, whitewalls, tinted glass, low mileage, air conditioning, very clean, one owner, vinyl roof. Stock # 1549. **$3895**	**1972 JEEP** Green, V-8, standard transmission, radio, heater, low mileage, very clean, one owner, 4-wheel drive with snow plow. Stock # 1568. **$3695**	**1972 OLDS 98** 2-Door hardtop, white, V-8, automatic transmission, radio, heater, full power, whitewalls, tinted glass, low mileage, air conditioning, very clean, vinyl roof. White vinyl roof with white interior. Stock # 2184. **$3695**

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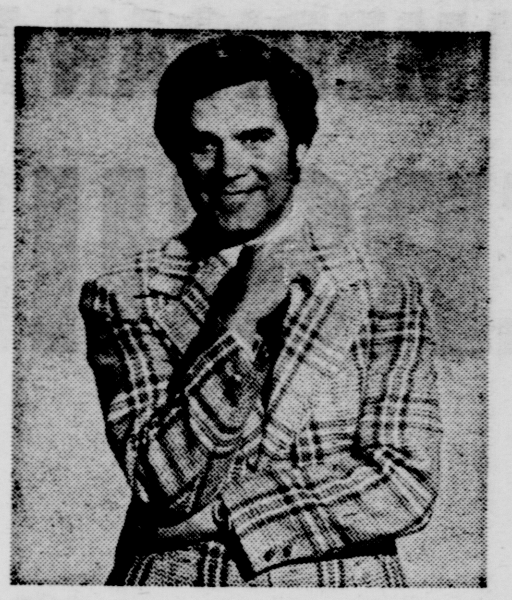
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GLENN CAMPBELL, who won recording fame with "Gentle On My Mind," will appear in concert, Saturday, Aug. 25, at the grandstand show. Appearing with Campbell will be Rich Little.



RICH LITTLE, top-notch show biz impersonator, will perform on stage at the grandstand show on Saturday, Aug. 25. Glenn Campbell shares the spotlight with Little that night.

Glenn Campbell, Rich Little will perform Saturday night

Glenn Campbell and Rich Little will delight those attending the Future of America Fair grandstand show at 8 p.m. on Saturday, Aug. 25.

Campbell, who began playing the guitar at age four, achieved stardom with his 1967 recording of "Gentle on My Mind." Other hits including "By the Time I Get To Phoenix" and "Wichita Lineman" soon followed.

New endeavors opened up to Campbell. He signed a motion picture contract to appear in "True Grit" opposite John Wayne, he hosted his own TV show for 4½ years and appeared at a command performance for the Queen of England.

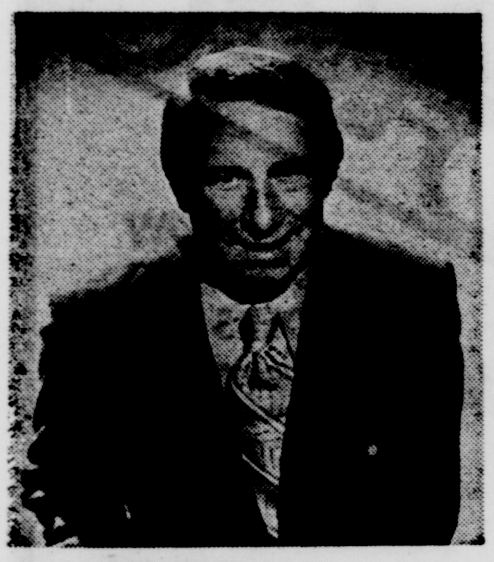
In addition to ten gold records to his credit, Campbell has also received numerous awards and citations from the National Academy of Recording Arts and Sciences, the Country Music Association, the Academy of Country and Western Music, the Music Operators of America and various other groups and publications.

An avid golfer, he plays host to the annual Glenn Campbell Los Angeles Open, a major event on the PGA tour.

Rich Little, who has been called the "greatest impersonator in the business", comes from Ottowa, Canada. It was in Canada that he began his career and it was there he first received recognition as a top-notch performer.

His talents range from variety to drama and he has appeared in summer stock theatre, commercials and nightclubs, as well as on television and radio.

He released the biggest selling LP in the history of the Canadian record industry. His big break in the U.S. came in 1964, when he appeared on Judy Garland's show. Since then he has been seen on over 50 network variety shows.



DON RICE III, a highly perceptive comedian, will share his routine with the audience at the Saturday, Sept. 1, grandstand show. Also appearing will be Mac Davis and The Statler Brothers.

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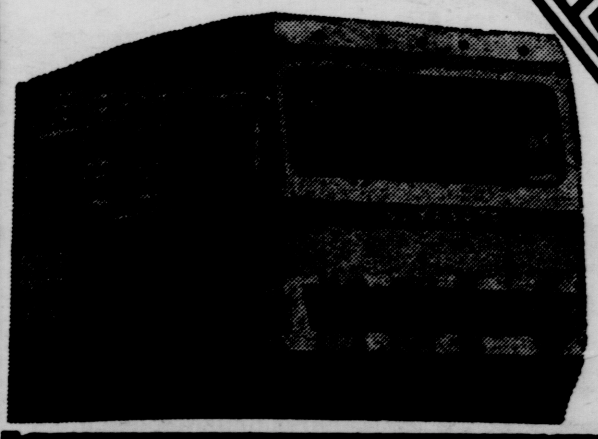
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Saturday, Sept. 1

AMERICA, LAND OF MILK AND HONEY

8 a.m. — Sponsor-Junior Golf Tournament, golf course

10 a.m. — Registered Arabian and Registered Appaloosa Horse Shows, horse performance ring

10 a.m. — Beef Show Judging, livestock barns

11:30 a.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon — Circus Americana, near railroad tracks

12:45 p.m. — Evans Fashions and Furs, Mid-America Stage

2 p.m. — Irene Hughes, Mid-America Stage

2 p.m. — Registered Arabian and Registered Appaloosa Horse Shows, horse performance ring

2:30 p.m. — Sound Generation, grandstand outdoor stage

3 p.m. — Circus Americana, near Railroad tracks

4:45 p.m. — Evans Fashions and Furs, Mid-America Stage

6 p.m. — Circus Americana, near railroad tracks

6 p.m. — Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

6:45 p.m. — Village Theatre of Arlington Heights, Mid-America Stage

8 p.m. — Mac Davis, Don Rice III, The Statler Brothers, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition buildng

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Sunday, Sept. 2

AMERICA THE BEAUTIFUL

8 a.m.—Junior Golf Tournament, golf course

10 a.m.—Registered Arabian and Registered Appaloosa Horse Shows, horse performance ring

11:30 a.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon—Circus Americana, near railroad tracks

12:45 p.m.—Evans Fashions and Furs, Mid-America Stage

1 p.m.—Best Young Dairy Herd Selection, livestock barns

2 p.m.—Irene Hughes, Mid-America Stage

2 p.m.—Registered Arabian and Registered Appaloosa Horse Shows, horse performance ring

2:30 p.m.—Wisconsin Lutheran High School Viking Band, grandstand outdoor stage

3 p.m.—Circus Americana, near railroad tracks

4:45 p.m.—Evans Fashions and Furs, Mid-America Stage

6 p.m.—Circus Americana, near railroad tracks

6 p.m.—Mark Wilson and His "Magic Land of Alakazam," Mid-America Stage

6:45 p.m.—Village Theatre of Arlington Heights, Mid-America Stage

8 p.m.—Art Linkletter, Bobby Goldsboro, Donna Fargo, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition building

20-acre Midway and "Gingerbread Land"



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Dairy Show set for Fair

Featuring a young dairy herd made up of three young bulls and three young heifers in six dairy breeds and the selection of the Best Young Herd of all breeds will provide an exciting new show ring adventure at the Fair.

Instead of putting the individual animal against another of its own breed, one young herd will first compete against another young herd of the same breed. The winner will then stand up against the young herd of the other breeds for the selection of the Best Young Herd of all breeds.

The Dairy Show has been scheduled for Aug. 30 through Sept. 3 with the judging of breeds on Aug. 31, beginning at 10 a.m. The selection of the Best Young Herd of all dairy breeds will be on Sept. 2 at 1 p.m.

Dairy exhibitors will vie for $6,400 in prize money with $1,000 going for the Best Young Herd of all breeds.

Dairy judging will take place in the livestock barn area north of the midway.

Livestock show chooses best of each breed

Exotics, as well as British breeds of beef cattle, will compete in the first annual Livestock Show at the Fair. Eight classes have been provided for the showing of a young herd of six. Three young bulls and three young female animals will make up the herd.

This will provide a complete new format in the showing of beef cattle. Competition of the young herds will first be held within the respective breeds and finally the selection of the Best Young Herd of all breeds will be made.

Judging of the young herds of each breed is scheduled for Saturday, Sept. 1, starting at 10 a.m. The selection of the Best Young Herd of all breeds will be made on Monday, Sept. 3, beginning at 10 a.m. The beef cattle will be on display Aug. 30 through Sept. 3.

Beef cattle exhibitors will be vying for Young Herd of all breeds.

Beef jedging will occur in the livestock barn area north of the midway.

Famous art works on display at Fair

Art lovers attending the Future of America Fair will not want to miss the Jan Mitchell Art Exhibit on the fourth floor of the exposition hall.

On display will be famous works on art — some dating back as many as 300 years. Included in the multi-million dollar exhibit will be representative works of art by renowned artists such as Rembrandt, Whistler, Toulouse-Lautrec, Matisse, Goya, Dali and Warhol.

In addition, there will be demonstrations in print making and paper making. Robert Sargeant, author and illustrator of 18 children's books, will also be appearing at the Jan Mitchell Art Exhibit.

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an ENVIROMINIUM community

Grand Opening

We invite you to view our furnished models and take advantage of our grand-opening prices



An elegant, private gatehouse guarding the only entrance to Medinah on the Lake is your invitation to privacy, beauty and a natural environment. Welcome to MEDINAH ON THE LAKE, an Enviromínium community.

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FRIDAY (AUG.17) 9 a.m. to 9 p.m.
SATURDAY (AUG.18) 9 a.m. to 5 p.m.
SUNDAY (AUG.19) 12 noon to 9 p.m.



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With Durragon backs. Choose from nylons and polyesters. But hurry, quantities are limited.
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We have drop samples by the 100's ... there's plenty for all!
27" x 18" .... 50c ea.
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27" x 54".. $2.00 ea.

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In stock in 6 ft. widths. Moss Green, Red, White, Orange, Lime, Briston Blue, Pink, Antique Gold, Pineapple, Raspberry and Black.
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SUN. 12-5

Future of America Fair features golf tournament

Area golf enthusiasts will get a chance to watch some top young amateurs play when the Fair hosts the "Future of America Fair Junior Golf Tournament."

The championship event will be played Saturday, Sunday and Monday, Sept. 1-3, on the Arlington Park Towers Hotel golf course. All play begins at 8 a.m.

Advance and gate tickets will be $1 for adults and 50 cents for those under 21.

Presented in conjunction with Golf Management Services, Inc., which also produces the $210,000 St. Louis Children's Hospital Golf Classic and the $125,000 Shrine-Robinson Open Golf Classic, the Junior Golf Championship will feature male golfers between 15 and 21 with a USGA handicap of 18 or less

One hundred entrants will be chosen from clubs within a 150-mile radius of Arlington Park and will play a Sponsor-Junior event on Saturday and the Championship event on Sunday and Monday.

Each player must have an up-to-date USGA handicap certified by his club professional

The Sponsor-Junior event will consist of 50 teams made up of two Junior entrants and two Sponsors. Sponsors will compete for trophies for the Best Ball score.

Juniors will play to qualify for the Championship bracket and three different flights based on their medal play.

For boys who do not have a sponsor, golf tournament officials will attempt to get one on a first come, first served basis.

The Junior Championship event is a 36-hole medal play with 18 holes played Sept. 2 and 18 holes on Sept. 3. Each entrant will receive a medallion marking his participation in the Future of America Fair Junior Golf Tournament. Trophies will be awarded to participants with the five lowest scores.

All Sponsors and Junior entrants will attend a banquet Saturday, Sept. 1, at the Arlington Park Towers Hotel. Entertainment will be supplied by the Sound Generation and Mark Wilson and his "Magic Land of Alakazam."

What's to eat?

When hunger pangs strike visitors to the Fair, they will have a wide variety of food for lunch, dinner or just a snack.

Taffy, corn on the cob, soft drinks, hot dogs, corn dogs, lemonade, pizza slices and soft ice cream will all be available — plus innumerable other items — from booths on the midway and around the special exhibits area north of the exhibition building.

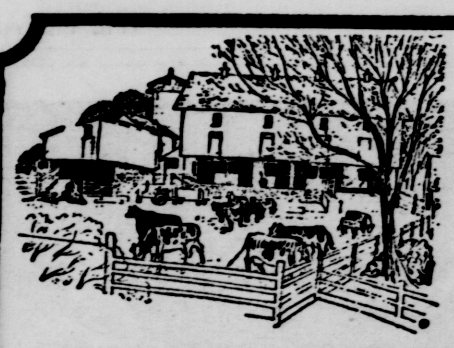
Joe Dragan's tent will feature barbequed chicken and steak. This sit-down location is north of "Gingerbread Land."

The Von Stiehl wine garden will be decorated with flags and coats of arms from various European countries. Shows featuring talent with a European flavor will be presented on a stage in the wine garden.

Next to this area will be a Bressler's ice cream park.

Inside the exhibition building, Madison Concessions staffs permanent booths on each floor which offer sandwiches, soft drinks and beer.

On the second floor, "Cafe a la Parke" will feature a cafeteria in the Mid-America Room.



The Old Tralee Farm

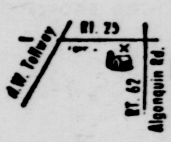
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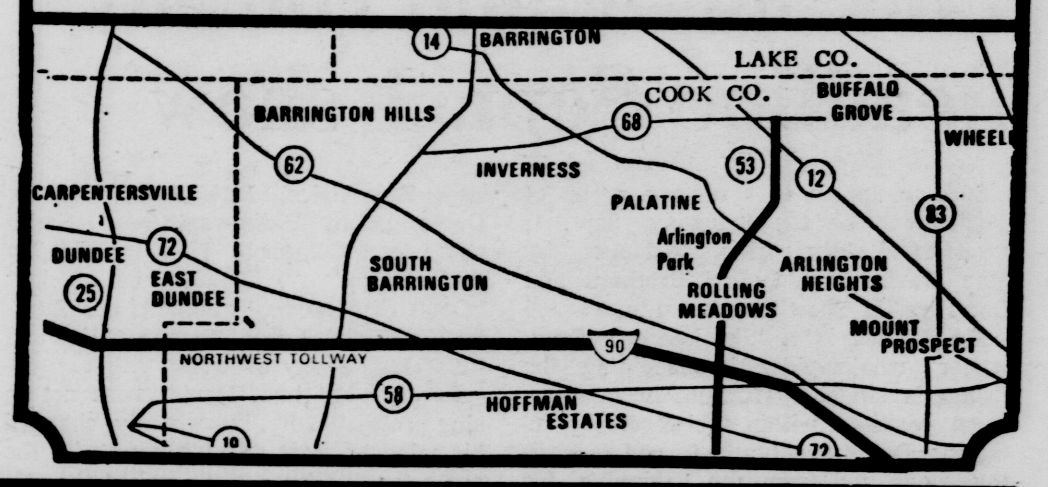
Relax in the casual atmosphere of one of the few summer stock restaurants and Theatres in the midwest. Enjoy the fine cuisine and excellent service offered by the staff at The Old Tralee Farm.

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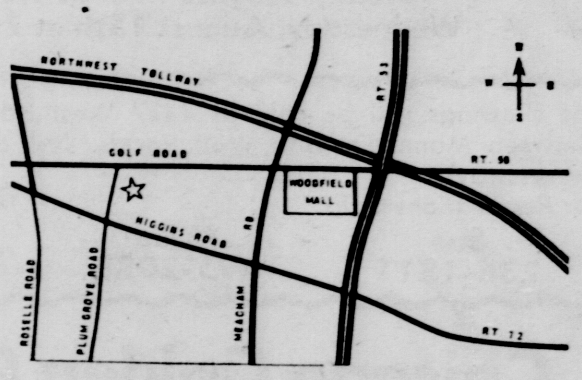
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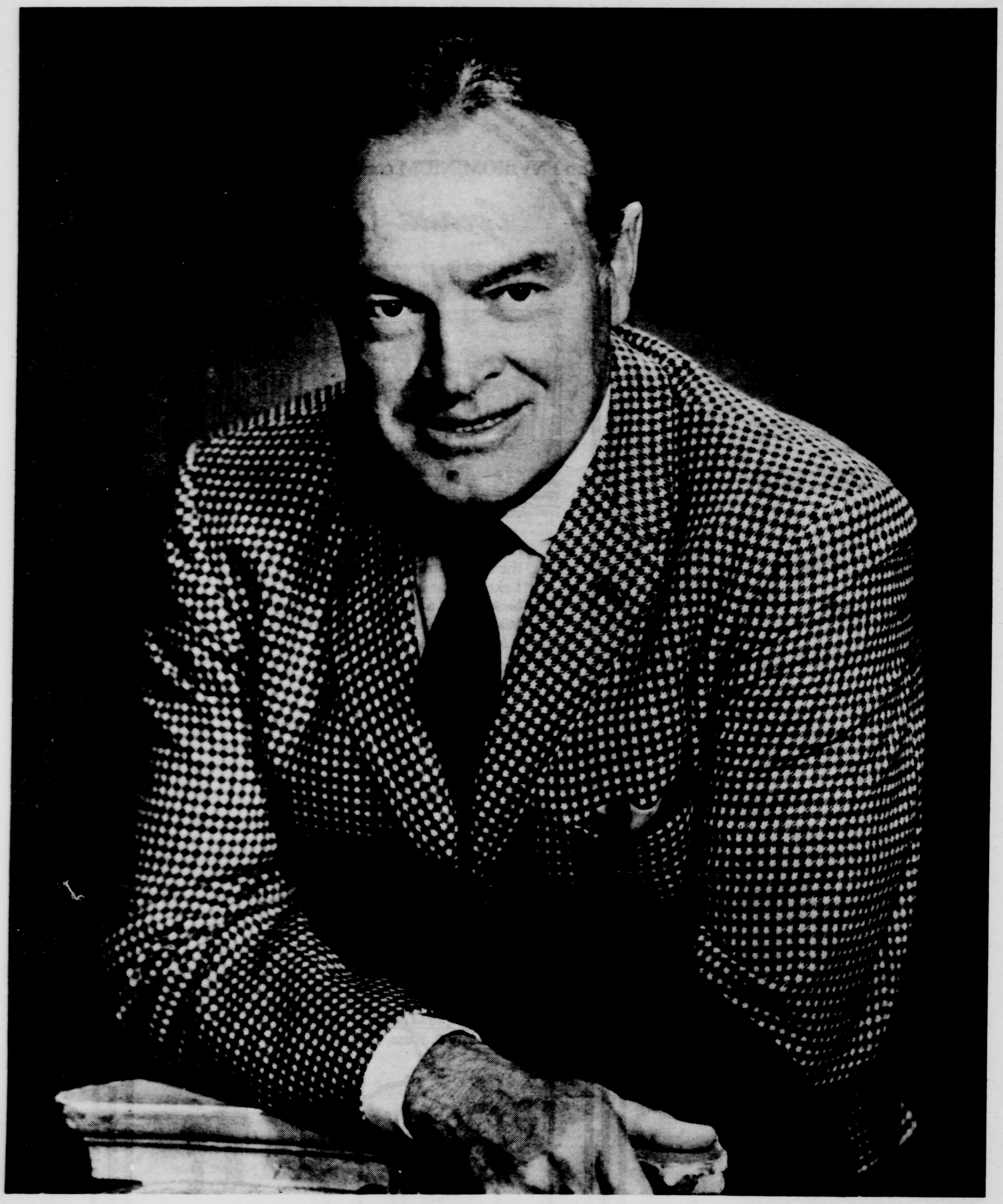
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Bob Hope will entertain young and old with his quips—and present golf tourney trophies—during a show Monday, Sept. 3, at 8 p.m.

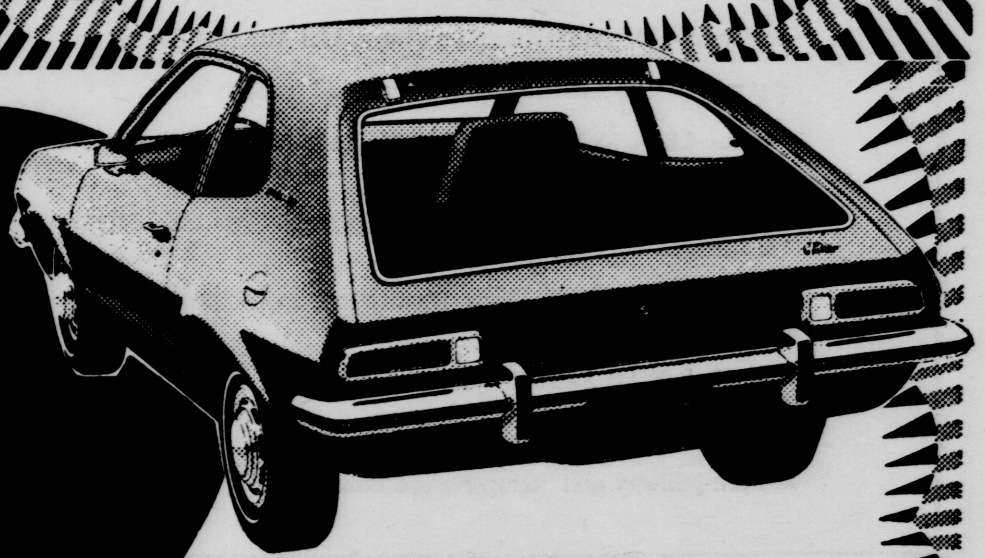


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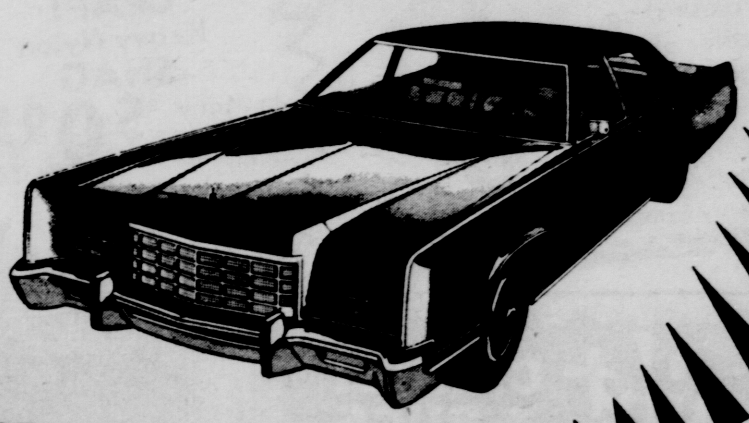
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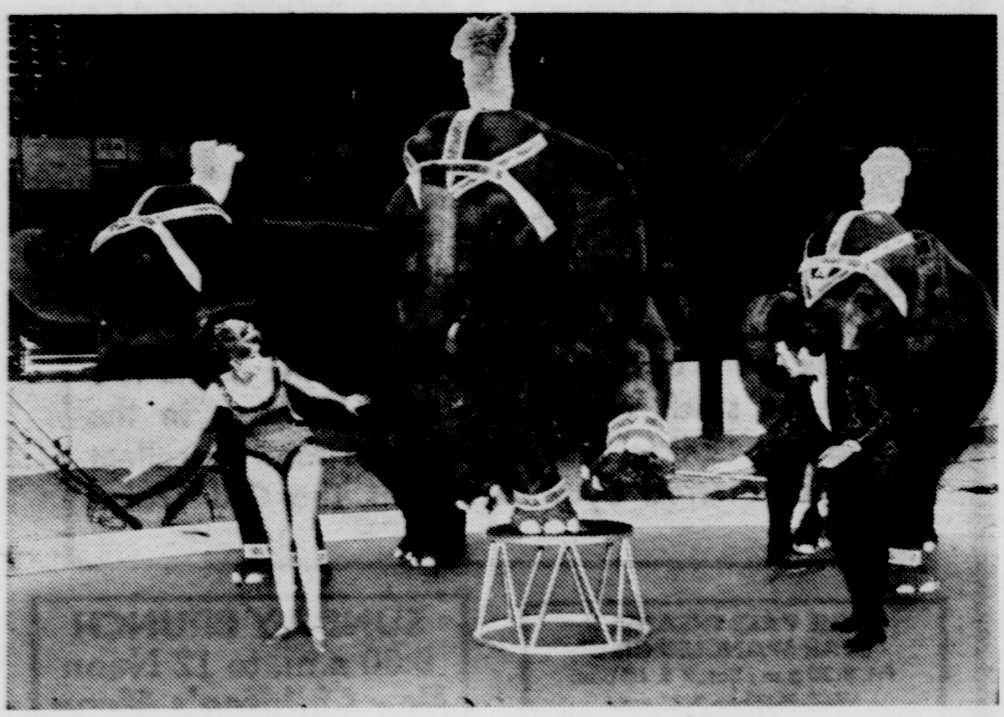
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Folk music and comedy headline Sept. 1 show

Sure to appeal to a diverse group of people will be the Saturday, Sept. 1, grandstand show with performances by Mac Davis, The Statler Brothers and Don Rice III. Show time is 8 p.m.

Mac Davis is a "Songwriter's Songwriter" who rapidly is becoming the "singer's singer." Working in management positions within the recording industry, Davis eventually turned to writing songs and from the beginning, his success was assured.

His hits have been recorded by such stars as Elvis Presley, Lou Rawls, Kenny Rogers and the First Edition, Frank Sinatra, Andy Williams, Vikki Carr, Gallery, Ray Price, Jack Jones, Sammy Davis, Donny Hathaway, O. C. Smith and Glenn Campbell. They include "In the Ghetto," "I Believe in Music," "Don't Cry Daddy," "Something's Burning," "Friend, Lover, Woman, Wife" and "Watching Scotty Grow."

For a long time, Davis chose not to sing professionally, but when he changed his mind he went about singing with the same thoroughness that marked the other phases of his career. Three albums enjoyed great success and the single, "Baby Don't Get Hooked on Me," recently earned the Gold Record designation.

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The showings will be held at 4427 West Harrison St., Hillside (Between Mannheim and Wolf Roads. Just off the Eisenhower Expressway).

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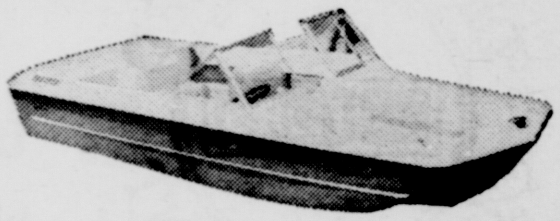
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Hope, Heatherton slated for Sept. 3

Bob Hope means comedy, not only in the United States, but all over the world, particularly to the millions of U. S. and foreign servicemen he has entertained from the days of World War II to the present.

Smiles will be on the faces of thousands when Hope makes his appearance at the Future of America Fair on Monday, Sept. 3. Appearing with Hope at 8 p.m. for what will be the 11th and final grandstand show will be actress, singer and dancer, Joey Heatherton.

Hope, author of six books and a man who has logged more than six million air miles, is famous for his timely monologues, his "Road" movies with Bing Crosby and his countless radio and TV appearances.

Born in Eltham, England in 1903, Hope moved to Cleveland with is parents when he was four years-of-age and became an American show business institution.

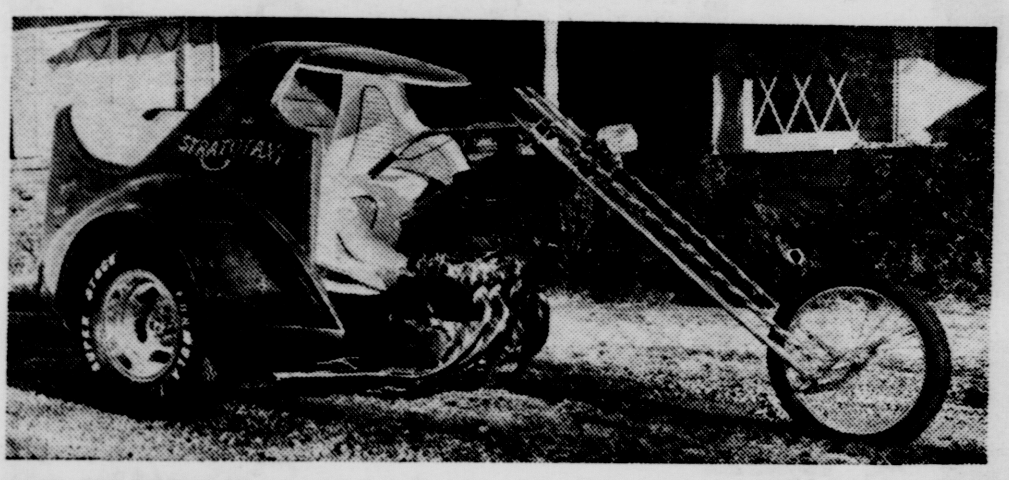
Hes debut was as a dancing partner with George Byrne at A Fatty Arbuckle revue, from where he went or to make 61 movies and film shorts and garner more than a thousand awards and citations for humanitarian and professional efforts.

Joey Heatherton did her first acting in commercials at the age of 13 and soon after was on the road to stardom. A member of the Boaradway cast of "Sound of Music" with Mary Martin, by the age of 15, Miss Heatherton was on her way to becoming a full-fledged veteran of the Broadway stage, with three plays and summer stock musicals to her credit.

At the age of 17, Joey motion pictures, doing "Where Love Has Gone" with Bette Davis and Susan Hayward and "Twilight of Honour" with Richard Chamberlain. She has made appearances on the TV shows of Andy Williams, Tom Jones, Jackie Gleason, Glenn Campbell and Sammy Davis, Jr.

She has entertained thousand of G.I.'s on the Vietnam tours she has taken with Hope.

These credits behind her, Joey set out to prove she can sing and dance as well as act, did so, and is now heavily involved in television appearances.



THE STRATOTAXI, made by Randy Enterprises, is a wild looking motorcycle that will be on display at the "Star Car Caravan" at the Future of America Fair.



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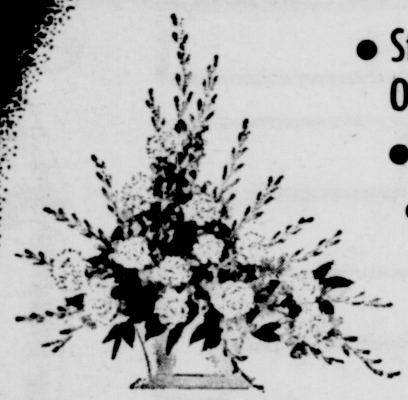
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Monday, Sept. 3

FAMILY DAY, THE AMERICAN WAY

8 a.m.—Junior Golf Tournament, golf course

10 a.m.—Registered Arabian and Registered Appaloosa Horse Shows, horse performance ring

10 a.m.—Best Young Beef Herd Selection, livestock barns

11:30 a.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

Noon—Circus Americana, near railroad tracks

12:45 p.m.—Evans Fashions and Furs, Mid-America Stage

1 p.m.—Agriculture Educational Exhibits Judging, exhibition building

2 p.m.—Irene Hughes, Mid-America Stage

2 p.m.—Registered Arabian and Registered Appaloosa Horse Shows, horse performance ring

2:30 p.m.—Sound Generation, grandstand outdoor stage

3 p.m.—Circus Americana, near railroad tracks

4:45 p.m.—Evans Fashions and Furs, Mid-America Stage

6 p.m.—Circus Americana, near railroad tracks

6 p.m.—Mark Wilson and his "Magic Land of Alakazam," Mid-America Stage

6:45 p.m.—Village Theatre of Arlington Heights, Mid-America Stage

8 p.m.—Bob Hope, Joey Heatherton, grandstand outdoor stage

Jan Mitchell Art Exhibit, exhibition building

Historical Indian Portraits, exhibition building

20-acre Midway and "Gingerbread Land"

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Through more than seventy years of growth in the design and manufacture of concrete forming equipment, the emphasis at Symons Corp. in Des Plaines has been to provide customers with consistently excellent products and services.

The original Symons Column Clamp, patented by Arthur Henley Symons, was developed in response to the demand by contractors for a more efficient method of securing column forms. This same clamp, today, redesigned and improved through the years, remains the basis of a comprehensive line of products and systems for concrete forming.

Each succeeding year has seen Symons research engineers in the field, on the job sites, on the drawing board and in the test lab developing problem solving products contractors want and need.

Symons road to growth has led from a blacksmith shop in Kansas City to the current modern facility in Des Plaines. Dedication to solving contractors' problems accounts for Symons success and nationwide operations.

Questions and ideas come in daily from the field — from Symons own account managers, from customers, from job superintendents. Each may lead to a new technique, a new system, or a new product. Each is carefully examined and tested by the Research and Development staff.

Practicable ideas are built into prototypes, tested first in the company's own laboratory, then field-tested on actual job sites, under the supervision of Symons engineers. Only after passing these tests is the item put into production for general sale.

The headquarters location in Des Plaines consists of nearly 400 employes, each trained for the specialized work of producing top notch concrete forming equipment. Each man or woman, in the office or on the production line, is aware that his careful attention to his own job responsibility means safe and efficient equipment performance in the field.

Twenty-one Distribution Centers from coast to coast are staffed with concrete forming specialists, serving as account managers for contractor customers. These men are more than salesmen.

The majority have engineering training to best serve the contractor on paper and in the field. Their responsibility extends to the preparation of engineering drawings and form layouts, and the training of contractor personnel to use Symons equipment efficiently and profitably.

It's part of their job to make sure that every piece of equipment a contractor needs is at the job site when he needs it, and that any additional needs are filled promptly during the progress of the job.

In a nation where rapidly expanding economy demands more and more construction to keep pace with economic development, the Symons team feels a strong responsibility to improve and increase production of quality products for the concrete construction industry.

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McDonald's Corporation set pace for industry

Hey, kids!! Did you know that Ronald McDonald will be in Arlington Heights for ten whole days — with his own circus? That's right

Ronald will be the star of the Future of America Circus every day except Labor Day. Ronald's appearance is being brought to you by the 117 McDonald's restaurants in Chicagoland. You can get FREE TICKETS to see Ronald's circus from any McDonald's — including the one closest to you!

McDonald's was founded in 1955 by Ray A. Kroc, chairman of McDonald's Corp., who developed a restaurant to accommodate the needs of a fast-paced America. Since then, McDonald's has given families a whole new slant on casual dining, has moved the hamburger into the big business category, and has sparked the growth of an entire new industry — fast food — which has sprung up in the wake of McDonald's success.

From a single restaurant in 1951, the McDonald's chain has grown to more than 2,400 in all 20 states, Canada, Europe, Japan, Australia and other countries.

Ray A. Kroc, founder, contends that McDonald's success is "proof that America is still very much the land of opportunity for anyone with a new idea."

He figured the exploding number of families across the country would constitute a large market for budget-priced hamburgers, produced faster than you can say "hamburger and French fries, please!"

He was right; McDonald's is virtually recession-proof. McDonald's 100 per cent beef hamburger continues to be one of the best food values available to the public.

Kroc opened the first McDonald's in Des Plaines on April 15, 1955. Fifty seconds to serve a hamburger, milkshake and French fries was the time Kroc averaged in his new restaurant. Self-service sped burgers from grill to hungry customer and reduced overhead expenses common to othe food-service operations.

At McDonald's, the fundmanetals are Q.S.C. (Quality, Service and Cleanliness) and T.L.C. (Tender, Loving Care).

Q.S.C. is McDonald's credo and is something that is practiced every day. Each restaurant is a center for production, quality control, retail sales, marketing and consumption.

McDonald's delivers a product of consistently high quality in all of its restaurants. Product quality means the meals are hot, fresh and good tasting . . . served amid clean surroundings, outside as well as inside.

But quality and cleanliness are not enough. It takes quick, courteous service by friendly, sincere people behind the counter — T.L.C. plus Q.S.C.!

"It's quite simple to teach the mechanics of handling food products, but it takes longer to teach the importance of T.L.C.," says Kroc. "What we mean is developing the habit of saying 'please' and 'thank you.' "

"McDonald's is unlike any other business I know because its personality is a true reflection of our more than 125,000 people," he continues. "They're young and old and full-time and part-time, but they share a real dedication to what they're doing."

All McDonald's licensees and managers are "college" men. They are graduates of Hamburger University, McDonald's unique university-style training school in Elk Grove Village.

Owner/operators, managers and corpoate employees attend H.U., majoring in hamburgerology. The B.H. (Bachelor of Hamburgerology) degree is awarded at commencement exercises. The H.U. program is a comprehensive training program dealing with the rigid standards, procedures and specifications used in the McDonald's system. There are two regularly scheduled courses — one for beginners and one for advanced personnel — and numerous seminars which concentrate on highly specialized topics.

"Hamburgerology" encompasses food preparation, equipment maintenance, purchasing, personnel, quality control. Classroom sessions are supplemented with "laboratory" exercises in an actual McDonald's restaurant.

One of the strongest points of the McDonald's system is the encouragement of each licensee and manager to become an active participant in community activities. It is not uncommon for a McDonald's restaurant to set aside part of a day's proceeds to a local charity. Community relations is constantly emphasized.

McDonald's social responsibility extends to the national level as well. One example is support for the Muscular Dystrophy Associations of America in their fund-raising efforts. McDonald's works closely with the Jerry Lewis Telethon held each year during the Labor Day weekend.

To give national recognition to some of the nation's outstanding young people, the company craated McDonald's All-American High School Band, consisting of 102 high school musicians, two from each state and the District of Columbia, representing the country's finest high school musical talent.

The McDonald's All-American High School Band performs twice a year, once in the Macy's Thanksgiving Day Parade in New York, once in the Tournament of Roses Parade, Pasadena, on New Year's Day. Both parades are televised nationally by NBC and CBS.

This combination of national and local involvement and rigid conformity to quality, service and cleanliness contributes to McDonald's success. Kroc captured the McDonald's effort with the statement: "At McDonald's, we just take the hamburger business a lot more seriously than anybody else."



DAWN, FEATURING TONY ORLANDO, may best be known for their hit singles "Candida" and "Knock Three Times." They will appear along with Kenny Rogers and The First Edition at the Friday night, Aug. 31, grandstand show.

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$100.00 WORTH OF ANY FLOORING
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THE COCKRELL COFFEE service V.I.P. girl is just one of firm president Matt Cockrell's progressive innovations to bring about better service to clients. Althea Murphy (in truck) and Joan Beirau are two of the V.I.P. Girls whose job it is to handle exclusively the distribution of food products to the firm's accounts.

Cockrell V.I.P. Girls strive to please clients

Coffee isn't the only thing brewing at Cockrell Coffee Service in Schaumburg. Through the foresight and determination of Matt Cockrell, president of the firm, the company has adopted many new innovations into its operations in recent years — innovations that are in keeping with the firm's commitment to better service.

In 20 years time, Cockrell Coffee has grown from one account to a total of 180 accounts, with 40 being food accounts.

Cockrell said he realized the food vending business has two obstacles to overcome. They are that food vending is an impersonal operation and that the food, although good and adequate, was prepared the day before and refrigerated. To make the best food vending operation possible, Cockrell Coffee had to personalize its operation and instill confidence in the customer to buy.

Cockrell began a project a year ago to overcome these obstacles. The project involved the hiring of an all-girl staff to handle exclusively the distribution of the food products to the firm's various accounts. After a year's time, rough spots have been ironed out and the girls, known as the V.I.P. Girls, are running a smooth operation.

One of the primary objectives behind the program was to make customers realize the machines they used were backed by people — people who cared and knew what the customer wanted.

Cockrell said he believes a woman, with her intuitive knack for food, can do a better job in servicing and handling the food than a route man is able to do.

"A woman will notice when the salt and pepper is empty and when the straws need filling, whereas a route man may overlook these important aspects and concentrate his efforts on the pop, coffee and candy machines," Cockrell said. "A woman will also listen to complaints more patiently."

"Because the V.I.P. Girl is involved exclusively with the food machines, she can zero in on those specific problems," he added.

The job isn't an easy one. The girls start their day at 6 a.m. and wind things up around noon. Although they aren't responsible for ordering the various types of food, the daily menu dictates that they are responsible for filling the machines with the right amount and variety of sandwiches, rolls, salads and desserts.

In the course of five 13-week periods the V.I.P. Girls will distribute some 90 varieties of sandwiches alone.

"This means the girls must be familiar with the products and have a good knowledge of what the customer wants. In essence, each girl must become a food expert," Cockrell said.

Stocking the machines isn't her only job, she must give the customer the confidence to buy. The girls periodically come back to the accounts at lunchtime and answer queries on the food in the machines. They might also explain that the ingredients used are only name brands, or remind customers if they aren't satisfied with the food they buy they are guaranteed a refund.

V.I.P. Girls are also responsible for posting the weekly menus. With these menus, the customer can tell how old each item is. (Cockrell Coffee Service removes food items after two days.) They post comment sheets which encourage customers to talk to the company, thus giving the company a better idea of what the customer wants.

The results of the V.I.P. Girl program have been more than encouraging, Cockrell said. The comments from the accounts have been complimentary, and more importantly, Cockrell Coffee Service has seen a rise in sales and customer satisfaction, he added.

"The V.I.P. Girls have been a primary factor in the firm's success," Cockrell said. "It may be an expensive way of doing the job but it gives the customers a better product."



MAC DAVIS, who has written hit songs for many artists, has now turned to singing as well. The very talented Davis will appear with Don Rice III and The Statler Brothers for their performances on Saturday night, Sept. 1.

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4-door with radio, full power, FACTORY AIR, vinyl roof and remote mirror, seventy two, great value. Was $4944.

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'72 BUICK ESTATE WGN.
AM-FM stereo, FACTORY AIR, power seats, power windows, full power, whitewalls, low mileage, white, luggage rack.
$4299

'71 MAVERICK
ADRIATIC BLUE, with White vinyl Roof and economical standard transmission.
$1395

'71 OLDSMOBILE WAGON
Radio, FACTORY AIR, full power, whitewalls, bronze, luggage rack.
$3095

'68 FORD WAGON
Radio, air conditioning, full power, whitewalls, low mileage, green, luggage rack.
$1395

'70 CHEV. KINGSWOOD
Radio, Factory Air, full power, whitewalls, low mileage, blue, luggage rack.
$2150

'71 LE SABRE
Sharp 4 Door Hardtop, factory air & full power, vinyl roof and low mileage.
$2495

'72 OPEL GT
This rare sports car is equipped with 4 speed transmission, radio and whitewalls. Only 10,000 actual miles.
$2995

'71 CHARGER
Radio, Factory Air, full power, whitewalls, vinyl top, low mileage, red, mag wheels.
$2395

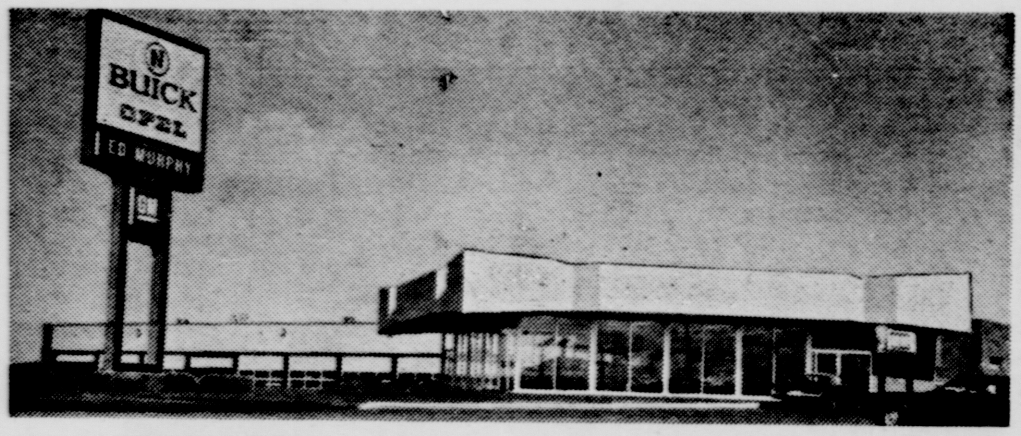
'70 MAVERICK
Radio, whitewalls, low mileage, emerald green.
$1295

'71 MONTE CARLO
Factory air, full power, vinyl top, low mileage, must see to appreciate.
$2995

'71 SKYLARK
2 door hardtop, V-8, automatic transmission, radio, Factory air, full power, vinyl top, low mileage. Was $2395.
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THE RAPID GROWTH of the Ed Murphy Buick-Opel car dealership in Schaumburg has made it necessary to expand facilities to meet the demands of the rapidly increasing sales and service business.



ART LINKLETTER, WHO became a household personality with the success of his "People Are Funny" and "House Party" shows, will be at Arlington Park for the Sunday, Sept. 2, grandstand show. Appearing with Linkletter will be Bobby Goldsboro and Donna Fargo.

Ed Murphy Buick expands facilities

Ed Murphy Buick-Opel in Schaumburg is now into its second year of operation and is enjoying another fine year.

According to Murphy, it has been necessary to expand his facilities to meet the demands of the rapidly increasing sales and service business.

Murphy said he anticipated the growth and the need for expansion, but not at such a rapid rate.

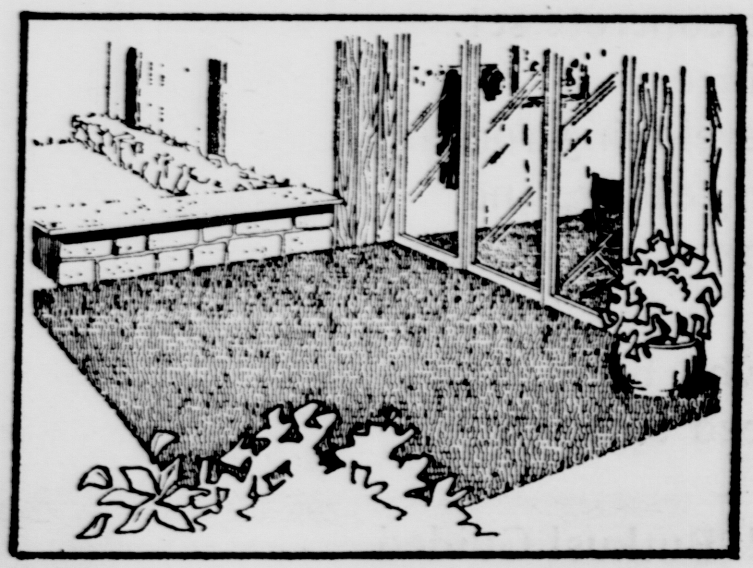
In keeping with the "new breed" of automobile dealers Murphy says, "I expect all my people to treat every customer with the same amount of courtesy and honesty that they would expect themselves and the rest will take care of itself."

Murphy added that the new line-up of Buicks for 1974 will be very exciting and that he is looking forward to another fine model year.

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- OR ANY OTHER PARTICIPATING McDONALD'S IN CHICAGOLAND

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